

Move to Cloud Generate's great result for agency

 AUDIT

 DESIGN

 DEPLOY

 OPTIMISE



"We have been delighted with the service Viadex provide. They provide us with all of our IT support from hardware, software, storage and backup. Prior to this we had a supplier that would resolve a problem by coming up with more problems! They are friendly, professional and reliable ensuring that every job or query is successfully concluded."

Rupert Pratt, Managing Director at Generate Sponsorship Ltd.

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The Challenge

Generate was looking to consolidate and simplify its IT infrastructure as the company transitioned to streamline its operations and relocate to new offices. Its priority was to minimise investment on new hardware and infrastructure while maintaining existing functionality and performance. Working to a tight deadline the customer looked to Viadex to provide cost-effective IT infrastructure consolidation and relocation services while minimising the operational impact to the business.



generate

Generate is an award winning independent sport & entertainment agency specialising in sponsorship, communications and events. It provides sponsorship consultancy, rights sales, PR & digital campaigns and live event production. Its consultancy team cover research, sponsorship strategy, property

identification, negotiation and evaluation across traditional and non-traditional rights, ensuring that the sponsorship delivers on key business objectives across traditional sponsorship activation channels. Its sales team covers research, commercial strategy, negotiation and sponsorship valuation across sponsorship

and broadcast channels to new revenue streams such as data, digital and mobile. Its PR team develop, manage and distribute content driven PR & digital campaigns that allow the sharing of information that rewards fans.



The Solution

Viadex worked closely with Generate to tailor a cost-effective strategy centred on maximising the capabilities of its existing hardware while transitioning to cloud services where appropriate.

Microsoft Office 365™ was identified as the solution to address the consolidation requirements while facilitating first steps into cloud services.

On-premise Exchange was migrated to the Viadex datacentre as an interim measure while mailboxes and mail services were transitioned to Office 365. Hosted in the cloud, Office 365 would allow staff at a fast-moving company such as Generate to have access to Word, Excel, Outlook and other Microsoft office tools from a range of devices and working locations.

While Office 365 was chosen to address email, collaboration and data storage services local compute resources were required to deliver critical file and SQL application services.

Generate's relocation to a new managed office required Viadex to work closely with the new providers to ensure impact to the business was minimised and ensuring appropriate connectivity to Viadex datacentre hosted services were restored.

To address business continuity requirements, Viadex proposed a mix of local and remote data protections strategies using industry leading Veeam Backup and Replication. Offsite backup of business critical workloads are replicated to Viadex's secure datacentre.

Based on the customer's requirements to streamline operations, Viadex tailored its remote monitoring and technical support offering to meet their budget while providing the same SLA and quality support to the newly reduced user base.

The Benefits



- Successful migration to cloud services



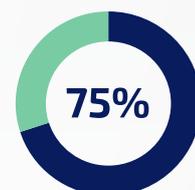
- Reducing the customer's IT spend by providing flexibility and agility while the business transitions



- Infrastructure monitoring and support, identifying hardware failures in advance preventing unscheduled downtime



- Effective remote support of customer's user base



- Reducing virtual server footprint by 75 per cent, thereby streamlining operations and realising cost savings



The Results

Viadex Service Desk has taken on the role of Generate's IT department acting as an extension of their business delivering effective 1st, 2nd and 3rd line support as well as infrastructure monitoring. Its support offering includes proactive infrastructure monitoring for servers, switches and storage as well as all remote user support. This monitoring has proved to be vitally important in identifying various hardware failures in advance, and allowing for the replacement of faulty hardware before outage occurred.

In addition to core IT services, Viadex Professional Services handled their recent office relocation with the reinstallation and configuration of all end devices.

Viadex worked with Generate to identify which data and services would be suitable for the cloud and additionally advised which legacy data should be archived to reduce local storage requirements.

By consolidating existing workloads, Viadex has been able to substantially reduce the on-premise virtual server footprint by 75% and has successfully helped to migrate appropriate services to the cloud.

Viadex proposed and deployed datacentre-based backup and replication of local virtual servers to mitigate against on-premise hardware failures or disasters.

Solutions-At-A-Glance



- Maximising investment of existing hardware



- Migration of on-premise Exchange to Office 365



- Consolidation of virtual server footprint



- Relocation of hardware and infrastructure to new premises



- Design and consultancy expertise