

Marks & Clerk

Eurodata Systems helps Marks & Clerk build a stable robust platform

Integration solutions and services

Eurodata provides a wide range of offerings from network and systems infrastructure through to front office and collaboration services. Holding four Gold Certifications at Microsoft for Security, Mobility, Networking, and Infrastructure, and partnership status with a number of other organisations, Eurodata's flexible engagement model allows its clients to take advantage of its expertise in network security, remote access and storage and archiving solutions. In addition, Eurodata offers to its clients Velocity, a unique lifecycle management strategy for designing, delivering and managing a Microsoft desktop environment focused on assisting organisations in migrating to new operating systems such as Microsoft Windows XP Professional and the forthcoming Windows Vista.

Eurodata's Managed Services are modular providing both on-site support and remote support solutions from Service Desk Support solutions to its Technology Management Centre (TMC). The Service Desk offering is a tiered solution offering three levels of support allowing customers the ability to manage their individual support requirements. Continuing the flexibility, the TMC provides Eurodata clients with four levels of network management from basic systems alerting services through to our Empower offering which provides organisations a zero touch systems management solution. Eurodata also offers Velocity+, which expands the basic Velocity proposition and effectively allows organisations to reduce their cost of ownership and depreciation to zero. Utilising a utility model instead of a

capital expenditure model, Eurodata will in effect own and manage customer desktop environments.

Through its Distribution Services division, Eurodata provides and delivers a full suite of IT infrastructure and service parts logistics solutions from its secure warehouse located in London. Covering the complete process from procurement to installation at the desk, this centre provides secured warehousing, system configuration, installations services and hardware maintenance all of which can be purchased "off the shelf" or wrapped with a fully managed offering.

Current clients include Britain's top public, private sector and commercial institutions, including The Financial Times, AMEC, Santander Central Hispano, Superdrug, London Borough of Hackney and a number of NHS trusts.

Proof is in the pudding: An example of how Eurodata is integrating technologies for the benefit of its clients

Eurodata has recently completed and implemented an integration project at Marks & Clerk (M&C), which can be viewed as an example of how Eurodata delivers benefits to its customers as an integrator.

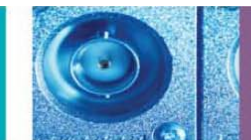
M&C has been a leading company in the intellectual property space for over 100 years and now has over 80 partners and 500 staff who are experts in acquiring, securing and registering IP rights and managing IP portfolios. It has 12 regional locations throughout the UK, in addition to international headquarters based

in Europe, North America and the Far East. M&C has seen continued expansion over the last three years across the UK and has been ranked the No. 1 firm in the UK for patents and in the top tier for trademarks every year from 1997 to 2006. The firm has recently grown the French & Luxembourg offices. The regional growth added to the expansion of the international markets has impacted on the business and increased the need for a technology solution to improve its IT infrastructure.

M&C had a very dispersed network, storage and server infrastructure with little management and monitoring of core systems. From a technology perspective, it was difficult to measure performance and almost impossible to monitor the IT systems effectively. Also there was no resilience in place in the event of a disaster and troubleshooting was a problem due to the diversification of the technology.

From a business perspective, the existing system was expensive to run and there was no business continuity. The company only had a reactive IT policy. M&C management started looking at a strategic technology direction for the future and at the same time was looking to improve all processes within the business. This process began in 2004.

Key requirement set by M&C for the new technology was resilient, centralised and protected data availability. The vendors which were looked at were HP & Dell. Eurodata was selected as the system integrator for this project because of its experience with projects of this kind across all areas of technology



case study

– VMWare, Citrix, SAN, server consolidation and because it had true integration experience.

For this specific project Eurodata chose to integrate the following solutions:

VMWare – Virtualisation of replication (DR) infrastructure

Citrix – Extension and centralisation of existing M&C environment

Dual HP EVA4000 SAN's – Centralised data, protection & availability

The implementation started first at M&C's Head Office in Covent Garden and took a mere two months end-to-end before it was up and running and being used by all of those who needed it.

The Eurodata services are now the only kind of its type used by M&C. This service has a central function for all business systems at M&C and is integrated with other applications in the company. The solution serves all regional offices from the Head Quarters in London and provides a centralised, replicated data repository to all users across the UK. All staff located across all 12 offices uses it and has benefited. M&C's business processes changed since the implementation: for example, access to centralised case management application "Inprotech" and iManage document management has much improved. The regional sites can now access systems from centralised server infrastructure in London, which is much quicker and easier to manage.

In technology terms, the benefits realised are a resilient and highly available application management from a centralised, replicated data storage facility, a virtualised DR infrastructure and an efficient Citrix deployment UK-wide.

In terms of the company's overall business processes, the benefits realised are ease of growth of all office

"The world-class combination of Eurodata Systems' expertise, together with VERITAS' product technologies ensures that Santander Central Hispano now benefits from a resilient, flexible, and cost-effective disaster recovery environment"

Roger Millar VP Systems,
Santander Central Hispano

locations, "Best practice" critical application deployment and full redundancy across all systems, including 5 9's" availability.

The implementation has been hugely important for the business. M&C can now concentrate on growing its core business and has a stable, robust platform upon which to do this. IT staff can now concentrate on a more proactive "business-centric" support model supporting the business and not reacting to failures as they occur.

"The Eurodata Systems teams are always trying to share their expertise in infrastructure and software, and we know that they are there if we need any advice. They have many strings to their bow (...) With Eurodata Systems, you can build up some historical knowledge, and it is possible to speak to the individual person who may have carried out the maintenance work, which makes it simpler to resolve any issues that come up. It's a more personal touch."

-Anne-Marie Adair, IT Support
Manager, Circle Anglia

Project Integrator

Established in 1990, Eurodata Systems plc (Eurodata) is a privately owned independent specialist IT company dedicated to providing solutions to the midmarket. Partnering with organisations such as Microsoft, HP, Whale Communications and IBM, Eurodata is able to integrate at mid-market organisations' sites today's most pertinent technologies, which in the past have only been available to large organisations. Eurodata's area of expertise focuses on the desktop, server and network space covering storage and archiving, network and end point security

So why Eurodata?

- *Flexible and scalable solutions as the key to mid-market organisations' success*
- *Personalised customer assistance and training*
- *Flexible engagement model*
- *Solid partner support:* Eurodata has strong partnerships with Microsoft, HP, Whale Communications and IBM to be able to provide mid-market organisations with the latest technologies, which in the past have only been available to large organisations. Eurodata is accredited to the highest levels by all major key manufacturers and as a warranty repair provider for HP, IBM and Toshiba, it can offer its clients full access to spare parts and technical information.

Achievements: Eurodata holds 4 Gold Certifications at Microsoft for Security, Mobility, Networking, and Infrastructure

Microsoft
GOLD CERTIFIED
Partner

Head Office

2nd Floor, St. Mark's House
hepherdess Walk, London N1 7BQ
t: 020 7549 3000
f: 020 7549 3001
Service desk: 020 7549 3100
www.eurodatasystems.com

Supply Chain & Deliveries

Unit 8-10
Roman Way Industrial Estate
149 Roman Way, London N7 8XH
t: 020 7619 1500
f: 020 7619 1515
www.eurodatasys.co.uk

