

zenzero

IT SOLUTIONS

Bridge PR & Media Services - Driving productivity through IT investment

Case Study

The Problem

Bridge PR & Media Services specialises in creating marketing communication solutions which meet the goals of their clients. With IT being the life blood of their business not only for keeping in constant communication with their clients, but for also offering a flexible and scalable business model, having a reliable and stable platform was essential. John Edden, campaign manager at Bridge PR, explains why working with Zenzero has made a big difference to their business.

“As a small, but growing business it does not make sense for Bridge PR to invest Cap-Ex budget in server infrastructure so reducing any upfront costs was important.”

“We were already using a hosted desktop and VoIP platform from another supplier, but after experiencing a number of issues, we decided it was time for a change”.

“A number of our partners and customers who were using Zenzero, had great things to say about them, and one of these made the introduction for us. We needed a reliable and stable platform to give us the flexibility to grow our business, but we also had other requirements. We needed the ability for users to remotely access the system from other devices and locations, and at any time we wanted. Our business isn't a nine to five job so the 24/7 access is very important to us. We had this service previously and it really does suit the way we work,”

Microsoft
GOLD CERTIFIED
Partner

 Office 365

 **WarwickNet**
The Business and Science Park ISP



Key Benefits

- Increased productivity
- Reliable faster connection
- Zero downtime
- User experience dramatically improved

The Solution

Zenzero spent time with Bridge PR learning about their requirements, and to carry out an audit of the applications being used and assess the data requirements. As a result of the initial consultation Zenzero were confident in offering its hosted desktop solution to Bridge PR. When contracts were agreed the team at Zenzero built the Bridge PR environment on the existing platform without any disruption to users.

The service sits on Dell PowerEdge servers running Microsoft server 2012R2 with Microsoft Remote Desktop Server. Access to Microsoft Office applications are provided by the Microsoft Office 365 platform. Key business applications are installed on the platform, including Sage line 50 which Bridge PR uses as its account package, and a standard image editing package.

At the same time as Zenzero was building the new hosted environment, local ISP WarwickNet was provisioning a new super-fast VDSL 40 broadband connection.

When the environment was built and fully tested, Zenzero engineers attended site and reconfigured all the users' existing devices to point at the secure servers in the Zenzero datacentre, to provide full access to the system. Once all this was completed, the final implementation was to migrate and configure the telephone service, moving it from a SIP trunking system to a Hosted PBX, which provides a more stable platform.

What is “Desktop as a service”?

- A hosted service in which the back-end infrastructure provides users access to their business desktop to any internet connected device
- The provider manages data storage, backup, security and upgrades from their infrastructure
- Desktop as a service is suited to small and mid-sized businesses who want to provide users with enterprise level IT solutions without the need to invest in their own on-site infrastructure
- Billed monthly as a service, so typically removing the need for any capital outlay



The Results

“We had looked into moving suppliers in the past, but we were worried about how difficult this would be, but with Zenzero the whole process was painless; we couldn't believe how easy it was.”

“The results have been fantastic, the new system is very responsive and reliable, and the user experience has also improved. Although we are yet to have any issues, we know that Zenzero are just at the end of the phone should we need them, this is very reassuring. Zenzero has also provided us with a detailed Service Level Agreement, which gives us all the information we need about who to contact when we need support and what is covered.”

“The whole team at Zenzero have been very supportive and Craig was particularly helpful throughout the whole process, even working long hours to ensure our data was successfully migrated to the new system quickly, with minimum downtime or disruption.”

“Since moving to the Zenzero cloud, we have noticed very little downtime, and this is complemented by the new broadband line we had put in by WarwickNet. Productivity has increased because we have a consistently reliable connection to the new system.”

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John Edden, Bridge PR

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