

# office2office completes successful group-wide virtualisation and complex migration

iomart



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## iomart customer case study

iomart helps o2o complete complex server migration and group-wide virtualisation

## industry

Business

## Objective

Migrate and centralise disparate IT systems and reduce hardware.

## Solution

Full migration to iomart’s London data centre; creation of a new dedicated database hosting environment and large VMware platform.

## Benefits

- Centralised IT infrastructure
- Mitigation of unacceptable risk
- Reduced IT costs
- Flexible, on-demand hosting to support future growth



office2office (o2o) provides managed procurement and business services to the corporate, mid-market and public sectors, including the UK Government. o2o’s business service offering includes secure destruction and managed communication and logistics.

The company, which is listed on the London Stock Exchange (OFF: LSE), employs almost 900 staff across the UK and Ireland. The o2o group brands include Truline, Banner Managed Communication plus Accord and Banner Business Services Limited, which was originally part of Her Majesty’s Stationery Office (HMSO).



### Reducing risk

Originally o2o's IT was focused around a single set of offices and one server room in Norwich – a legacy of its days as part of HMSO. However a series of acquisitions over the last few years saw it grow to such an extent that it accumulated offices at several different locations across the UK creating an IT environment that was extremely fragmented.

Vincent Cassidy, Group IT Director for o2o, explains: "As we made new acquisitions I knew we needed to reduce our risks and put in a scalable platform. Essentially we needed to evolve from a traditional IT department that was just keeping the lights on, to a flexible IT infrastructure that added value for our customers, enabled us to adopt more modern technological processes and allowed flexibility for future growth. We wanted to get to the point where our IT was having a positive impact on our bottom line."

o2o decided that the only way forward was to fully outsource its IT. Vincent and his team created a shortlist of companies they wanted to talk to in the summer of 2009 and put out a tender.

"We assessed three hosting providers for risk, security and scalability," Vincent explains. "It was important to us that o2o would be treated as a very important customer and that was where iomart Hosting absolutely stood out. The iomart team invested a huge amount of time and effort to understand our business and the challenges we face, through regular site visits and assessment of our existing estate. This meant that when it came to the proposal they could address our specific requirements in detail. It really set iomart Hosting apart from other potential service providers."

### The VIP treatment

iomart Hosting was awarded the contract and spent several months auditing o2o's existing sites before sitting down with the in-house technical team to plan and create a new dedicated hosting environment.

Sarah Haran, managing director of iomart Hosting, says: "We worked in consultation with o2o at all stages both pre and post contract. Our technical team designed the solution from scratch to ensure that o2o got exactly what they needed."

### A virtual world

A large migration was undertaken which involved moving over 200 servers into iomart's London data centre. The resulting group-wide virtualisation has

vastly reduced o2o's server hardware. There is a large VMware platform with built-in backup, which provides the group's DNS services, Active Directory plus SAN storage. There are also two dedicated database servers – an MSSQL Cluster and MSSQL Mirror.

"It was quite a complex migration but it's been a smooth and comfortable process," Vincent Cassidy says. "The support we've had from iomart Hosting has been excellent. The technical staff have been very responsive, superb in fact."

Sarah Haran continues: "What we have created for o2o is a resilient and secure environment which supports its on-demand business model and which mitigates the risk of unacceptable loss of IT systems which support its business critical functions. We have reduced the complexity of its IT environment and provided a platform that allows for greater group-level consolidation which should significantly reduce o2o's existing internal operating costs."

The transition to iomart Hosting also enabled o2o IT to play a key role in the re-branding of the organisation's supply chain division to trade under the name Truline. Vincent Cassidy explains: "The development of more efficient internal processes helped to create capacity in our warehousing and logistics infrastructure. The result was a successful launch of Truline which announced its first customer in May 2011 - an exclusive four year rolling managed procurement contract with the office products dealer group Advantia."

### The future

o2o continues to grow. In August 2011 it announced that Banner Business Services Ltd had won one of the biggest UK public sector contracts – a three year £37m p.a. contract to be the sole provider of office products and services to central Government departments.

Vincent Cassidy concludes: "The decision to outsource our IT infrastructure to iomart Hosting came at just the right time. As we win bigger and more complex contracts it's great to know that we have got a hosting partner that is prepared to go that extra mile for us and adapt as our requirements change. The relationship we have with iomart Hosting is crucial for our business and how it develops. We are already looking at cloud services and are talking to iomart Hosting about the potential to use other services like email in the future."

For more information about o2o visit [www.office2office.co.uk](http://www.office2office.co.uk)

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