



Virtual Desktops



VOIP



Hosting



Consultancy

“entrustIT has provided an elegant, flexible, powerful and comprehensive hosted and managed solution that delivers the capabilities we need, when we need them, without the overheads of recruiting and retaining internal IT specialists.”

Darren Francis  
Finance Director  
Hanson Wade

## CASE STUDY

### A cost-effective, flexible and efficient solution

#### Hanson Wade Ltd

Based in St James, London, Hanson Wade is a global events company that organises tightly focussed B2B ‘leadership events’ including seminars, conferences, exhibitions and summits throughout the world. Founded two years ago, Hanson Wade has experienced significant growth.

#### The challenge

From the outset, Hanson Wade’s directors anticipated that the business would require a secure, reliable, high performance IT infrastructure.

“With our resources concentrated on developing the business, we recognised that delivering IT via a traditional in-house network with all the requisite software installed on servers or local PCs would demand significant overheads in the management of the network, security of data, high cost of hardware and software, and ongoing support and maintenance,” explained Darren Francis, Hanson Wade’s Finance Director. “We were aware of the benefits that a ‘Software as a Service’ licensing model could bring, so we approached a number of organisations, explained our objectives and asked for proposals.”

Hanson Wade was quite clear as to its immediate and long term requirements. The solution had to deliver ubiquitous access to fully managed, maintained, secured and regulated IT desktop environments (including custom applications, Microsoft Office products,

messaging, anti-virus, backup and archival) via an infrastructure that would support operations via a single coherent, secure network with access available from any internet connection.

One of the organisations that Hanson Wade approached was **entrustIT** – a Microsoft Gold Certified Partner and Microsoft Small Business Specialists with a solid track record in the design, implementation, management and support of cloud-based managed IT services.

“**entrustIT** clearly understood our requirements and proposed a solution based around their Virtual Desktop & Application portfolio,” continued Darren. “The solution was highly flexible and scalable, delivered the features and facilities that we needed and relieved us from the burden of investment in infrastructure, hardware and in-house IT specialists.”

#### The solution

The **entrustIT** solution was based upon the provision of a back-office IT infrastructure delivered from the **entrustIT** primary data centre over an encrypted Internet connection via Citrix over Terminal Services, exploiting ‘Software as a Service’ concepts to provide professionally managed, secure client server architecture by utilising broadband internet connection between each user and the **entrustIT** data centre.

“The introduction of completely remote Windows 2008 desktop, simply accessed via broadband internet connections allows Hanson Wade to use their existing PCs and laptops as terminals,” explained John Hardstaff,



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entrustIT's Sales and Marketing Director. “Users log in to the service using individual user name and password via a secure, encrypted connection to our data centre. Once connected, the experience is just as if they were working on their own local desktop on a dedicated in-house network.”

Each member of Hanson Wade's staff has access to a full range of Microsoft applications, including Microsoft Exchange 2007 for email and for comprehensive time management facilities; including individual and shared diary management, meeting scheduling etc. The entire infrastructure and connections to Hanson Wade's offices are monitored to ensure continuous availability and performance 24x7. In the event of issues being identified, entrustIT technicians are able to take proactive action to correct these before they can impact the ongoing operation.

“entrustIT also provide on-site support, helping our staff resolve problems and undertaking general housekeeping tasks to ensure that we continue to get the most from our investment,” added Darren. “When we expanded into larger offices, entrustIT was on hand to project manage our internal infrastructure and ensure that we were ready for business.”

The hosted and managed service has delivered a number of benefits, including the flexibility for Hanson Wade staff to access applications and data from any remote location, fixed monthly costs, ongoing availability and a high degree of security and protection against external attack.

“Our partnership with entrustIT has been highly successful,” concluded Darren. “entrustIT has delivered a cost-effective, efficient and elegant service. We can focus on our core business, safe in the knowledge that our entire IT infrastructure is in safe hands.”

## Benefits:

- **Remote Access** - staff can access applications and data from any location.
- **Fixed Costs** – simplified budgeting without the need for additional IT support contracts.
- **Minimal Hardware Investment** – no up-front capital expenditure for equipment and software. The latest stable technology housed in entrustIT's primary data centre.
- **Security** – secure data management, disaster recovery and malicious threat protection.
- **Reliability** - fail-over server technology and 24x7 monitoring prevents issues from escalating and possibly impacting the business.
- **Access** to the latest Microsoft product releases.