VIRTUS Data Centres support Daisy in providing unified communications
OVERVIEW

Company:
Fast-growing independent
UK supplier of cost-effective
IT services and bespoke unified
business communication
solutions

Why VIRTUS:
Daisy chose VIRTUS to
consolidate and migrate their
operations, whilst having a high
level of control, all with a close
proximity to London

Solution:
VIRTUS offered Daisy a
commercially attractive model
which facilitated their complex
migration requirements.
VIRTUS provided Daisy with
a NOC allowing them to
oversee and support their own
ecosystem of customers

Customer Profile:
Daisy Group plc is a leading provider of IT services and unified
communications. The group offer an end-to-end solution for all business
needs across a product portfolio including data, mobile, systems,
maintenance and voice.

Business Challenge:
Having undertaken a number of acquisitions, Daisy had amassed a data
centre footprint across numerous locations in the UK. The business was
keen to consolidate its data centre estate while retaining a presence
for core activities on the edge of London, offering highly resilient
facilities to ensure a quality service was delivered to customers. In order
to consolidate Daisy’s data centre footprint, a commercial model to
accommodate a complex migration was a critical requirement.

The VIRTUS Solution:
VIRTUS understood the complexities involved in migrating
infrastructure and provided Daisy with a competitive and flexible model
to facilitate its requirements. By allowing the business to migrate its
operations over time, Daisy could complete its colocation contracts
elsewhere, avoiding duplication in operation charges. In addition,
the package incorporated a phased take-up to mirror the company’s
growth, providing them with the capacity to grow continguously, while
maintaining a financially desirable cost.

VIRTUS also met Daisy’s logistical and technical requirements. Located
in a peripheral London site, VIRTUS’ data centres are close to Daisy’s
London offices and their customers. All data centres are designed and
built to a tier III specification, giving Daisy confidence in operations
whilst supporting their customers. To further ease the complexities of
Daisy’s business, VIRTUS provided Daisy with the ability to implement
24/7/365 data centre operations at the data centre, allowing the
business to oversee and support its own ecosystem of customers from
the facility.

Benefits:
Daisy has benefited from a high level of control with the
implementation of a NOC at VIRTUS’ LONDON1 data centre. Daisy can
support and oversee operations with the same level of control as if it
were their own data centre. With the launch of the VIRTUS Intelligent
Portal (VIP) Daisy has complete transparency to manage space,
cooling and energy efficiencies, further enhancing their visibility and
control over their colocation.

“VIRTUS have been great to work with on both the
technical and business sides of our relationship. As a rapidly
expanding company we have full confidence in their ability
to support our growth allowing us to upscale as and when
we needed.”

Andrew Goldwater, Daisy Group plc

For more information
To learn more about VIRTUS Data Centres, their connectivity and
migration services, visit www.virtusdatacentres.com

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