

CASE STUDY...

Secure IT...

CREATIVE MEDIA
Image|red
 the creative foundation

Lanway build IT infrastructure solutions, more importantly we build trusted partnerships with our clients. By listening and sharing ideas, our team of experts can really make a difference and deliver tangible benefits to the organisations we work with.
One such customer is Image Red...

IMAGE RED FILE



Image Red have a client base ranging from lawyers through to Police and the Royal Navy. Their software systems held highly sensitive data and as such any new IT System needed impenetrable security, minimising surface attack. Running all information within the demilitarized zone (DMZ), meant that all testing for security data passed with flying colours.

CUSTOMER PROFILE

COMPANY : IMAGE RED
 INDUSTRY : ADVANCED MARKETING &
 SOFTWARE
 COUNTRY : UNITED KINGDOM
 FOUNDED : 1999
 EMPLOYEES : 10
 WEBSITE : WWW.IMAGERED.CO.UK

THE CHALLENGE

IMAGE RED HAD A NUMBER OF SERVERS THAT WERE APPROACHING END-OF-LIFE, THEY WERE LOOKING FOR A SYSTEM THAT WOULD BE SCALEABLE AS THE COMPANY EXPANDS, MAXIMISING AVAILABILITY FOR THEIR CORE OPERATIONS, ENSURING THAT ANTICIPATED BENEFITS AND ROI WERE DEMONSTRABLE ACROSS ALL DEPARTMENTS.

LANWAY SOLUTION

IMPLEMENTING A VMWARE VIRTUALISATION SOLUTION, TOGETHER WITH A STORAGE AREA NETWORK, ENSURED THAT THE IT SERVICES WERE RESILIENT AND ABLE TO BETTER UTILISE THE HARDWARE AVAILABLE. THE INSTALLATION OF THE DELL EQUALLOGIC SAN ALLOWED FOR VIRTUALLY LIMITLESS GROWTH IN A MODULAR AND COST EFFICIENT WAY, WHILST ENSURING LIMITED INTERRUPTION TO BUSINESS AS USUAL.



IMAGE RED FILE

The Background

Image Red provide solutions for a variety of different markets and applications. These include a full advertising and marketing service, offering web design and production which includes e-mail campaigns, Radio, TV and newspaper advertising.

Another key area of the business is software development, showcasing product ranges such as Promat, Promat Envision, MAPS and our CRM System to name but a few.

From microchip programming to complex windows applications Image Red have a vast pool of experience in all areas of programming using a variety of compiler languages.

The Issues

Like many organisations, Image Red provide a number of IT services to their workforce, spread over a number of physical servers for efficiency and effectiveness. With a number of these servers now reaching a point where failure was considered increasingly likely plus the speed of connection becoming an issue, Image Red looked to find a solution that would ensure operational effectiveness could be maintained, whilst redesigning their network to support the growing amount of data demanded by a successful and growing business.

Image Red were keen to ensure that rather than implement a like-for-like approach to their IT infrastructure, they would take advantage of the resilience offered by virtualisation technology. This could ensure they had the ability to load-balance their IT services, and thus gain the greatest return on investment from the new hardware they would need to buy.

The Results

Lanway installed a new Dell Equallogic PS4000 SAN to deal with the storage requirements and implemented a new VMware server to allow the existing IT services to be ported into the new IT infrastructure.

Using HP switches and a redundant IT architecture, this has allowed Image Red to virtualise all their core services and consolidate their hardware resources which are delivered to the most pressing services at the most appropriate times.

The Storage Area Network has positioned Image Red to easily deal with the exponentially increasing amount of data and media storage that is required from a Creative Media organisation. Additional this has made the system more efficient and uses less power with more capacity available to the IT infrastructure easily and cost effectively.

Coupled with the virtualisation, the Image Red IT framework now provides a robust IT environment and allows for innovative services to be integrated into the company at significantly reduced risk and cost.



What the client said

Michael Gibbin, Technical Director has been with the business since its inception in 1999, he was extremely impressed with the transition from the old system to the new one. "Lanway have been invaluable, helping us to achieve our goal of reducing our carbon footprint, as well as saving space and costs at the same time. I have some IT knowledge and as a rule can cover most problems within the company.

As I wasn't sure regarding this project we decided to get a professional company involved. Lanway spent time understanding our requirements, this was reflected in the detailed proposal which covered off and addressed the business need in its entirety. The system is now installed and we are seeing far better results than initially expected".