

Attenda

Always On Managed Services

Datamonitor case study

Datamonitor ensures the efficient and effective delivery of premium subscription web services through selective outsourcing

The key driver for Datamonitor's operational systems strategy is to ensure that clients have ready access to a wealth of information and expertise 24 x 7 through their website and proprietary database. Its products are increasingly subscription based, with premium subscription services representing in excess of 70% of the total business. The requirement for constant, secure online access led the company to selectively outsource the management of these business critical web applications and infrastructure to Attenda.

Datamonitor is the world's leading provider of online data, analytic and forecasting platforms covering seven major industry sectors. With offices in London, New York, Tokyo and Sydney, its research helps 5,000 of the world's largest companies profit from better, more timely decisions.

Datamonitor's services are delivered electronically and are often integrated into clients' portals for onward dissemination throughout the organisation. The efficient and effective delivery of these products and services via user-friendly web platforms is essential to ensuring that its clients can achieve their commercial goals.



certainty / confidence / agility



Implementing the Attenda solution

Maintaining the availability of the service 24 x 7 is of paramount importance, especially through the peaks of activity when Europe and America are 'awake'. Similarly, confidence that research is secure and can only be accessed by authorised clients is vital to the growth of the business. Datamonitor realised that it did not have the size of depth of IT resource internally to manage the servers on a 24 x 7 basis, nor did they have the quality of data centre necessary to guarantee the required high levels of availability.

"The online delivery of content to our clients is our core business and we place a very high premium on the availability of that content" explains Mark Pope, Director of Technology, Datamonitor. "We operate in a global business and we need to be able to provide a 24-hour service," adds Pope.



Attenda re-architected and implemented the infrastructure, including a hardware refresh, enabling Datamonitor to develop an upgrade to their website and application software. The Attenda solution provided Datamonitor with the capacity to move the business forward, and launch the new website, without affecting the cost structure for their managed service. The additional capacity provided the required agility to integrate their Market Intelligence Service (MIS), the Butler Group and Ovum acquisitions.

The initial solution has undergone a technology refresh, virtualising the whole environment and using Attenda shared SAN infrastructure, to provide Datamonitor with a highly flexible and scalable platform to support their ongoing business strategy, as they see more of their business going online. It has also been further extended to incorporate the integration of Microsoft Office SharePoint Server managed service to support enterprise wide collaboration and workflow, content management and business intelligence applications.

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Mark Pope,
Director of Technology,
Datamonitor

Realising the business benefits

Commenting on the long term relationship with Attenda, Pope says, "Looking back, I am very satisfied with the way things have gone, the relationship has worked well for us." He adds, "We planned a certain amount of capacity into our business and working with Attenda we have managed to flex our solution to increase traffic and value over the course of our relationship."

The Attenda partnership has provided Datamonitor with the right balance of skills and its support process is well aligned to match Datamonitor's needs as a business. Attenda provides a good level of service 24 x 7 and is there to provide a deeper level of expertise for more difficult issues, should they arise.

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For Datamonitor's clients, the main benefit of the Attenda partnership is high availability. For Datamonitor, their confidence in Attenda has brought reassurance that Attenda is always there to take care of their business critical systems. This frees up time and energy for Datamonitor's IT resource to work effectively on other things, concentrating on moving the business forward knowing that in Attenda they have IT certainty.



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