



Attenda

Always On Managed Services

Reed Online case study

Reed.co.uk expands its online business and increases revenue with a new web environment providing additional recruitment services

Reed.co.uk wanted to look for innovative new ways to improve its web services and maintain competitive advantage. The goal was to increase brand awareness and customer loyalty by providing the best user experience on its website. It collaborated with Attenda to plan a new web environment based on Microsoft technologies to support these new business initiatives.

Established in 1995, reed.co.uk is one of the UK's largest online recruitment sites, attracting more than 1.6 million visitors each month.

Access to reed.co.uk is free for jobseekers, but the company wanted to upgrade its online environment to broaden its range of online services and start to offer advanced recruitment tools such as candidate search for its business to business clients.

The company wanted to enhance its web environment to support an increasing customer base, so its biggest challenge was to expand its range of services whilst providing visitors with a consistently high-quality user experience.



certainty / confidence / agility



Implementing the Attenda solution

reed.co.uk had originally selected Attenda in 2003 to manage its website migration project, with upgrade of the site to run on Windows .NET platform and the replacement of old hardware, including a thorough security audit on the new website application and infrastructure. It had chosen Attenda for its 24 x 7 application operational support capability and strong focus on and depth and breadth of skills in Microsoft technologies, as a Microsoft Gold Certified Partner. In December 2006, when the hosting contract came to the end of its lifecycle, reed.co.uk saw it as an opportunity to upgrade the online environment.

The requirements for the new web environment included high availability for a consistent experience, lower total cost of ownership by improving efficiency and reducing server footprint and improved performance to allow for growth.

In March 2007, reed.co.uk collaborated with Attenda to develop a new hosted web environment based on Windows Server 2008.

As Mark Ridley, Technology Director, reed.co.uk explains, "We had examined beta versions of Windows Server 2008 and were convinced that it demonstrated the reliability, flexibility and security that we required in a web server."

Working closely with the in-house architecture specialists, Attenda designed a more powerful and more efficient solution without increasing the number of servers. The Windows Server 2008 solution provides a secure environment for developing and hosting services over the web.

Ridley adds, "The solution is a very elegant design, we did not have to increase the number of hosted servers, but have significantly improved our capacity, with every piece of our architecture individually optimised."

The solution was deployed in October 2007 on Intel based HP DL Proliant servers, for a test migration and to test performance with sudden increases in web traffic.

"The performance tests increased our confidence that the Attenda Windows Server 2008 hosted solution would allow us to be more innovative and add value to the business," comments Ridley.

Attenda has been able to advise reed.co.uk using knowledge that it gathers from managing servers across its entire client base, on performance and capacity management.

Realising the business benefits

The new reed.co.uk Windows Server environment enables the internal IT team to develop and deploy new business services quickly, with Attenda using enhanced health and diagnostic tools to monitor the site's availability and performance.

Ridley confirms, "Since the early days back in 2003, we have experienced a continuous improvement in our relationship with Attenda and we work with their experts so that we can consider how best to manage our application as we continue to develop it."

The solution has increased scalability, allowing reed.co.uk to easily expand its range of services. The time and complexity of server management is now reduced as administrators can compartmentalise the servers and assign server administration to staff that specialise in one specific aspect of the administration.

The new environment supports a significant increase in online visitors, with a reduced number of servers. Attenda can rapidly track and repair problems using Microsoft Console Management tools.

Ridley concludes, "Attenda understands our business and is willing to take on a degree of risk that gives us additional confidence in their commitment. They are always receptive to new ideas and were ahead of their time in offering us an SLA based upon application availability back in 2003."



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Mark Ridley, Technology Director, reed.co.uk



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