Top UK Managed Services Provider **improves business resilience** for its customers

IDe GROUP

Pulsant
Connect to your potential

As a managed IT services provider with over **25 years of experience**, IDE Group has a duty to ensure resilient connectivity in the end-to-end solutions it delivers for its customers.

| **CHALLENGE:** Increased customer demand | **SOLUTION:** Data Centre upgrade | **OUTCOME:** Business Continuity |

The business are currently over 30 data centre locations across the UK, three of which are Pulsant locations, serving its network of customers across the UK. IDE prides itself on its fully managed MPLS network, hybrid cloud platform.
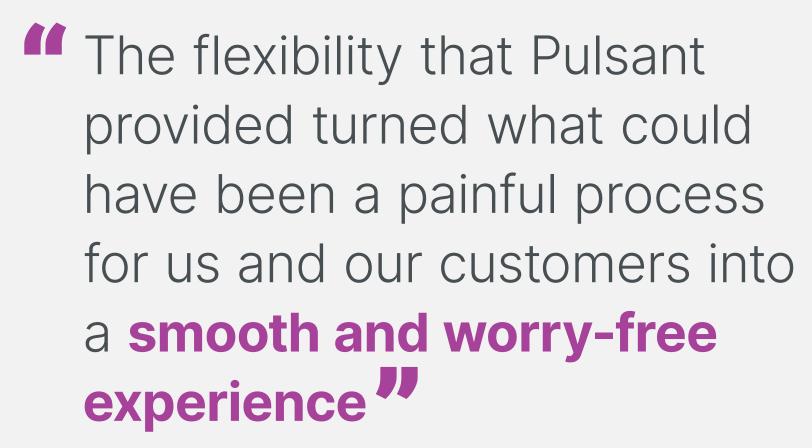
IDE has been partnered with Pulsant for almost 15 years and Pulsant's Maidenhead data centre forms a crucial part of IDE's nationwide network as well as forming a key component of its cloud and managed service offerings. IDE hosts approximately 30 of its own customers in the Maidenhead data centre which allows it to provide key services and, until recently,

these were situated in an old single-fed power environment in some areas.

Pulsant embarked on a project to upgrade all single feeds onto a new infrastructure and offer true B feeds in the Maidenhead facility. This would mean each of the footprints can have dual independent power feeds that would significantly reduce the chances of power outage as well as migrating the existing feed to new infrastructure. Not only would this give IDE and its existing customers greater peace of mind around uptime at the Maidenhead facility, it would enhance IDE's resilience credentials, helping it to sell its services to new clients.

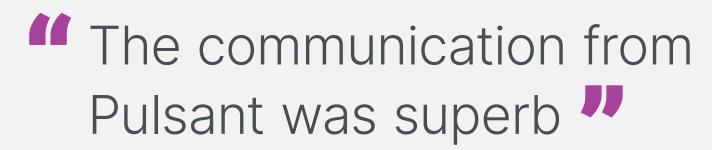Visit us at **pulsant.com** or call **0345 119 9911**

A flexible approach

Pulsant provided each customer in Maidenhead with as much flexibility as possible, committing to performing the upgrade works outside of business hours and allowing them to choose from specific time slots for the upgrade work to take place on their individual servers. Each end customer was also given the option of temporary power feeds free of charge to minimise downtime as much as possible.

"The flexibility that Pulsant provided turned what could have been a painful process for us and our customers into a smooth and worry-free experience," says IDE Group's Head of Data Centres, Tony Hinds. "We didn't experience any of the issues we've had with some of the upgrade projects other data centre providers have undertaken and now we and our customers have the peace of mind that our footprints in the Maidenhead facility are on a new electrical infrastructure with an option for true A and B feeds."

With a presence in over 30 data centres across the UK, IDE Group has prior experience of this type of upgrade project, but these have not always been positive experiences. "Other data centre providers that we use have caused us major outages when installing new electrical infrastructure in the past," says Hinds.

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Tony Hinds

Head of Data Centres, IDE Group

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Communicating at every stage

For Hinds, communication is key to ensuring data centre upgrade projects go smoothly, without causing unexpected disruption to end customers. End customers need to be given plenty of notice about the works and provided with details and timings to help them plan for any potential downtime. They also need to be updated regularly about the progress of the upgrades as the project takes place. Failure to communicate these factors effectively can result in unhappy end customers and reputational damage for providers such as IDE and Pulsant.

"The communication from Pulsant was superb," says Hinds. "From the outset they were really clear with us about what needed to be done and when they were planning to do it. The Covid-19 pandemic caused a few unavoidable challenges, but we were always updated as soon as every decision was made."

These transparent and timely communications allowed IDE to keep their own customers updated effectively and this was made easier by the close working relationship Pulsant has cultivated with IDE. IDE's own field engineer was invited to keep an eye on the works in person alongside Pulsant's Data Centre Manager Ross Charnock.

"The partnership between Pulsant and IDE Group is very close technically and works very well. Pulsant went above and beyond to accommodate our needs and keep us updated. In turn, this ensured we could keep our customers informed and happy about what was taking place," says Hinds.

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Accommodating colocation requirements

The improved resilience of the data centre has helped IDE to accommodate the market's changing requirements as more customers switch to colocation services. With many businesses now choosing to adopt remote or hybrid working strategies permanently, managing IT infrastructure on the business premises becomes more of a challenge.

Colocation places much of the responsibility for managing the IT assets that support remote working environments with trusted IT service providers such as IDE and Pulsant. Business continuity is a major expectation for any business that is considering colocation and the dual power supplies available in Maidenhead can provide this.

"As a direct result of the pandemic, we've seen a sharp increase in customers seeing colocation as the future. This power upgrade has made it a lot easier for us to sell our colocation services out of the Maidenhead facility," says Hinds.

The upgrade has resulted in approximately 300 racks within the Maidenhead facility benefiting from the improved resiliency of dual power feeds as an option. Alongside the positive feedback received from customers such as IDE Group about how the project was handled, the power upgrade at Maidenhead has also resulted in further sales of rack space.

COLOCATION

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