Getting the best out of your business, with HPE Cloud Managed Servers.

At Hewlett Packard Enterprise, we believe that IT should be simple and available to anyone, anywhere.

We have a long-standing relationship with Zynstra, whose software is built on our HPE ProLiant Gen 9 servers to deliver enterprise-class hybrid IT for the SMB.

Our Cloud Managed Servers provide a cost-effective approach to IT, so SMBs can experience the benefits that have previously only been available to large enterprises. Here's an example case study so you can see how we've been helping out other businesses.

Ocean Media specialize in providing a range of publications, conferences, award shows, consumer and trade exhibitions and many other f2f events.

Zynstra
how IT should be

Customer Case Study
Ocean Media provide marketing solutions to social housing, bridal and wedding sectors.

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"Not only have we seen a 46% saving on our IT bill, we've also seen it payback within 5 months. When we combine these financial rewards with the increased efficiency for our IT team and the outstanding service we receive, I can truly say we are all over the moon that we moved to Zynstra. I just wish we'd done it sooner."

Jessica Paine, Head of Finance

Company:
Ocean Media Group

Location:
London, UK

Sector:
Media &Publishing

No IT users:
85

Delivery partner:
Lanmark Technical Services Ltd

Business driver:
Reducing complexity

Business profile

Ocean Media provides f2f events and marketing solutions for some of the most respected brands across three core sectors, social housing, bridal and weddings, with proven results in reaching the largest, most engaged audiences across each market.

Case study

Ocean Media were struggling with a complex IT setup that evolved over time, where data had grown out of control and was hosted on outdated servers. Users would invariably struggle to access data and files required to do their job. There were occasions where a server failure halted business and people would be sat idle and frustrated, without the appropriate backup and recovery, this could be the case for days and the loss in revenue was significant.

Ocean needed a solution that would simplify their IT setup, improve reliability and user experience and that in the event of an incident would have the business back up and running within minutes. This was also an opportunity to migrate workloads to the Cloud but with some applications needing to remain on-premises Ocean knew they needed a hybrid IT solution. Ocean Media wanted to keep capital outlay to a minimum and wanted to maintain some on-premises IT support which the team had become used to and were nervous of losing.

Why Zynstra

Savings & greater control of costs

Not only has Ocean Media seen a massive 46% saving on their IT bill, they've also seen it payback within 5 months. They needed to be able to control their spending and Zynstra's Cloud Managed Servers have given them greater control over costs and cash flow management.

Complete peace of mind

With 99.9% availability across Zynstra and Office 365, Ocean Media have complete peace of mind that their IT works and supports the business now and well into the future. No matter what happens they remain operational and as the business grows and changes their IT is able to flex accordingly.

Expertize, knowledge & service

As a non IT expert it has been reassuring for Ocean to know that Lanmark is checking and ensuring that everything is working as it should. Ocean's team are used to having someone on-site to speak to about any IT issues so having a dedicated on-premises resource one day a week along with 24/7 phone support the rest of the time is the perfect compromize between service and cost management. Zynstra's expertize has released the Ocean team to focus on planning for the future as opposed to firefighting continual issues with an outdated, overburdened IT architecture.

Remaining operational in any situation

Ocean Media have complete confidence in their backup and disaster recovery. It was their number one concern but it isn't a concern at all now. All data is backed up so they are confident in their ability to recover in the event of an incident. Their worst downtime previously had been four days impacting on revenue as well as people sitting idle, reducing productivity. Since migrating Ocean have had one minor incident of less than five minutes and the users have regained their confidence in the IT.

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The partnership

Zynstra and HPE are working together to transform workplaces across the globe. If you're interested in moving to a simpler, more agile and cost-effective IT infrastructure and/or you are looking to see how your business can benefit from the cloud, get in touch today.

Hewlett Packard Enterprise