

# Infrastructure as a Service Case study

Britcom Direct

## The Situation

Britcom Direct offers manufacturers and retailers adding value technical and refurbishing services for customer returned and surplus stock, specializing in home appliances, gardening tools and customer electronics.

As part of its 'Recycle for Reuse' service, the company owns and operates the B2B trading platform 'Britcomdirect.com' selling wholesale stock internationally.

After encountering problems with the high costs of its previous hosting provider, the company began researching into replacement partners. Britcom also required a new website developer to support and maintain the company website.

"We started to look for a dedicated Cloud Hosting solution as the best way to ensure continuity for our online business and the ability to sustain a complex and data-heavy web system.

Our trading platform is vital to our organisation, therefore having a high level of availability and accessibility is essential for the success of our business."

"virtualDCS was highly recommended to us by a client, and we were equally impressed by both their customer portfolio and their wealth of experience in a variety of business sectors.

Their secure Cloud Hosting Services, as well as their ability to work closely with Britcom convinced us that they were the perfect fit for our business. virtualDCS combined a high level of skill, experience and service for an affordable price." said Paul Blackman, Group Operations Director for Britcom.



## The Response

We considered solutions from three providers, assessing their understanding of our needs and the ability to explain fully and openly the benefits of the solution that the hosting providers were offering, on review of this we selected virtualDCS.

Richard May, Managing Director of virtualDCS said: “Our VMware based platform is designed to guarantee the highest level of availability possible.

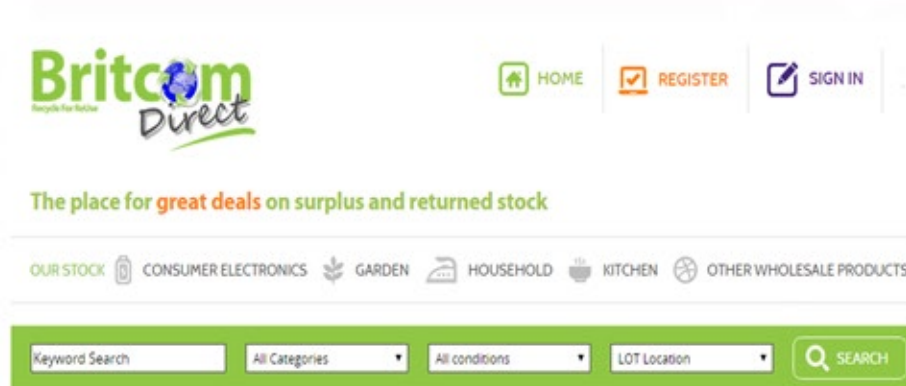
When we spoke to Britcom we knew that the company would benefit from our services, however, virtualDCS’s primary focus is on virtualisation, so we needed to partner with another company to create the required solution.”

In order to provide a web development service virtualDCS collaborated with RF Media. RF Media is a Huddersfield based website development and design company with over 20 years’ industry experience.

Their customers include Citizens advice and The University of Huddersfield. Rick Garnett, Managing Director of RF Media said: “Britcom’s website is a key factor behind the growth of the

business and after reviewing the requirements we were confident that we could provide a development service that reflected the importance of this.”

“We chose the virtualDCS-RF Media solution as we felt that the specifications not only suited our requirements, but they also made a good team, so for us it is very easy and efficient to work with both companies” commented Paul.



## The Result

“With virtualDCS we had a fast and smooth migration process and the solution has allowed us to have continuity within our online operations.

During the implementation and onwards, we have appreciated the availability and good communication that the virtualDCS team has shown.

Overall, we are very happy with the way virtualDCS’s hosting services have worked to date. They have proven to be a secure and high-performance solution for our business.”

“RF media has also been excellent in assessing the requirements of our company, we have some interesting new projects and ideas that we are currently working on with the team in order to help continue our business growth.

It is a pleasure to work with professional companies like virtualDCS and RF media. I would not hesitate to recommend them,” continued Paul.

## About virtualDCS

The founders of virtualDCS have pioneered the development of the Cloud Computing industry for over a decade. As one of the first companies dedicated to Cloud services in the world, our customers are confident that they only receive the finest solutions.

Our approach is to work in partnership with our clients to ensure that their infrastructure is ready to exceed the service levels demanded by their business.



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