

How F1's Cloud services improved communication and security at 'innovation consultancy'



Utilising the cloud is a great way to ensure that all the email and services exist together as one.

Founded in 2003 NewEdge is a dynamic innovation consultancy bringing a fresh approach to growing business and brands through upstream and downstream innovation.

NewEdge was established in Richland, Washington near Seattle and The Brewery was founded in London. They have since merged these two innovation companies – one driven by market insights and the other driven by design, thus forming NewEdge.

The Challenge

With any merger, adopting a single IT platform as quickly as possible is key allowing for clear lines of communication, the best possible collaboration between individuals and groups wherever they may be based is essential.

As a result of the recent merger, NewEdge were running with two disparate e-mail systems on various hardware and software platforms resulting in poor performance, lost emails and slow file transfer, all of which made collaboration very frustrating for users. They found that emails were getting lost and communication was not as easy as it should have been.

This coupled with issues over security, resilience and questions over scalability prompted NewEdge to seek advice from F1 Consultancy on a solution that would address all these key issues and much more.



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Solution

F1 proposed the adoption of the Business Productivity Online Standard Suite (BPOS) from Microsoft On-Line Services (MSOL) for email provision. These online services are designed to give the business streamlined communication with high availability, comprehensive security and simplified IT management.

A hosted solution that combines the power of a desktop-based email application (exchange / entourage) with the flexibility of a fully-hosted internet service. Providing full support for Mac and PC, remote users and mobile devices. This solution also provides ample storage of up to 25GB per user.

Whilst planning this project at the forefront of our mind was that NewEdge experienced the least amount of disruption possible. F1 achieved this using various methods. One was to complete as much configuration as possible on the MSOL server remotely prior to any migration work being carried out.

Secondly F1 provided NewEdge users with an alternative access route to email during the transition period using Microsoft Outlook Web Access (OWA). Starting late on a Thursday evening (UK time) the full migration took place over one weekend.

Result

This solution addressed all of the business issues NewEdge were experiencing and once completed the online mail exchange has allowed NewEdge to combine the power of rich desktop-based applications with the flexibility of fully-hosted Internet services. Utilising the cloud is a great way to ensure that all the email and services exist together as one.

The US office successfully migrated over a weekend and the UK office has just completed its final stages.

The Operations Manager at NewEdge, said:

“I’ve known F1 for a number of years, and more recently experienced their consultancy service whilst downsizing our own in-house IT and moving to an outsourced service. F1 have delivered a top quality service and advice to our business, often with time constraints and added pressures. We sincerely appreciate the responsiveness and the particular dedication and consistency provided by their staff, often working with tireless efficiency to provide a knowledgeable and helpful service. It’s been a pleasure working with you guys and we look forward to many more years to come”

