

Nominee: NaviSite

Nomination title: NaviSite Co-location Supports Global Fashion

Business

NaviSite, a wholly owned subsidiary of NaviSite, Inc., a Time Warner Cable Company, provides enterprise-class, cloud-enabled hosting, managed applications and services around the world.

As part of its offering, NaviSite provides scalable, enterprise-class colocation services from its UK data centre sites, underpinned by world-class networking and powerful security.

Via two M25 periphery facilities, based at Digital Realty Trust's state-of-the-art data centres, located at Redhill and Woking in Surrey, NaviSite offers a high security grade building, with high power and cooling density. NaviSite deploys sophisticated environmental controls to optimise performance and business continuity, designs custom builds to meet individual customer requirements and utilises state-of-the art UPS services and proprietary monitoring software to reduce energy consumption of its cooling systems by more than 20 per cent.

Each of NaviSite's products has been developed with flexibility and scalability in mind to service a wide range of customers and their individual needs. From those looking for a single rack to those requiring multiple pods, as well as customers interested in entire suites, each solution is entirely customisable and able to be tailored to suit the requirements of the business at hand.

Whether it's a start-up or a business ready for global expansion, customers are able to amend or tailor their solution at any point. NaviSite moves with its customers and is flexible in making changes to solutions as and when required by the customer. Whether a customer requires a single rack configuration or a dedicated, private, secure caged area with a range of enhanced security and scalable power options, NaviSite's solution architects are on hand to tailor each solution to the business' needs.

An example is NaviSite's partnership with Fashion GPS, a medium sized business that provides enterprise level Software as a Service for product sampling and events management to some of the biggest names in the world of fashion and high-end luxury goods. The company's goal is to become the fashion industry's most essential and trusted platform and they required a colocation service provider to help the company achieve this goal.

At first, Fashion GPS was looking for a partner to help them transfer valuable client data to a secure hosting facility and deliver a higher level of integration and faster response times to

its customers. Fashion GPS used the highly secure and reliable NaviSite Woking data centre to collocate their equipment to fulfil this business need.

During the fashion show season, it's particularly vital that Fashion GPS' services are running at optimal speeds for clients who need access to the system around the clock. Additional to 24 hour service 365 days a year, it is during the shows that clients can't afford for any mishaps. Fashion GPS needed a provider that understood this pressure, could mitigate risk and system outages and deliver robust and reliable service to meet the demands of Fashion GPS' clients during a very demanding period.

Fashion GPS hopes to eventually establish a fully redundant disaster recovery site as the UK data centre. The company will continue working with NaviSite to expand and tailor its equipment and data storage needs which continue to change as the business grows.

During the period that Fashion GPS has been working with NaviSite, clients have already reported on an improvement in performance. Fashion GPS' largest client, an international e-tailer, has seen up to 50 per cent improvement in processing speeds with data upload speeds increasing by over 80 per cent.

Fashion GPS also required a data centre provider that could be trusted to manage applications and the privacy of client data within its infrastructure. Within the world of fashion, prototype samples created by high-end designers are regularly circulated between editors and fashion shoots. These prototypes are exclusive to these designers. Fashion GPS chose NaviSite as it understood the security concerns of clients as well as the nature of the business.

Mark Bryce, Global Sales Director, Fashion GPS says of the partnership, "We've already witnessed performance improvements that vindicate our choice of datacentre provider. Fashion GPS plans on establishing a fully redundant disaster recovery site at our UK datacentre and we will continue working with NaviSite for equipment and storage needs to ensure the company maintains its competitive edge and continues to deliver world class enterprise solutions."

Why nominee should win

NaviSite's key co-location differentiators within the marketplace include:

- Locations between data centres and network setup optimised for data replication and disaster recovery services
- Resilient, high-speed interconnectivity between DCs and telehouse delivering uptime and high performance for local and international data traffic
- Highly secure tier III data centre Colocation facilities in the UK and US

- Customised colocation solutions - from single rack configuration to a dedicated, private, secure caged area with a range of enhanced security and scalable power options
- The capacity to supplement colocation options with managed hosting, managed application support and managed cloud services from the same facility