

APEX UNLOCKS NEW GROWTH WITH SERVERCHOICE COLOCATION AND CONNECTIVITY



INDUSTRY

Digital Services

LOCATION

London

SUMMARY

Apex Systems Consultancy is a boutique cloud & virtualisation solution advisor that was initially born as a Citrix specialist. Over the years it has developed an ecosystem of complementary services, including enterprise mobility, mobilising apps and desktops, and optimising securing networks. Today, Apex is committed to providing the ability to work from anywhere, securely, using virtualisation and mobility technologies.

Using technology from the likes of Citrix, Dell and Arcserve, Apex offers on-premises and private cloud services, including desktop and app virtualisation, backup and archiving, configuration management and virtual server managed solutions. Additionally, Apex assesses, designs, deploys, refines, and supports the customer's systems to ensure they can run at optimal efficiency.

CUSTOMER BACKGROUND

Established in 2010 from a consortium of highly skilled infrastructure consultants, Apex Systems Consultancy has designed core technical and infrastructure systems for some of the world's major airports and enterprise businesses. As industry leaders, Apex's level of expertise is second to none.

Apex provides a range of services for its customers, including web optimisation, application firewalls, cloud security and SD-WAN connectivity. As many of its customers don't want to put their sensitive data into a public cloud, they rely on Apex to manage and secure it on their behalf in a private cloud environment. As Apex provides a growing number of services to support remote working, it required a colocation partner to securely host its business apps and data. As such it partnered with security-driven colocation provider ServerChoice to be able to meet the ongoing demand for remote and hybrid working, both within the business and to support its customers' needs.



INFRASTRUCTURE CHALLENGES

Apex originally operated from a small office, storing, and managing customer data on-site within a network closet. However, this approach to its critical IT began to create a number of issues, especially where security and performance were concerned. In addition, the walls were not built for hardware and struggled to support the weight of the servers.

Another challenge with operating from a small, shared space was the network capabilities. As virtual technologies are at the core of Apex's business, the need for reliable and fast connectivity is crucial. With more customers and staff beginning to join the organisation, this became a priority for Apex.

The business was growing and transforming into a dispersed, hybrid workforce, so the need for secure, flexible and resilient infrastructure became increasingly clear. With staff no longer in one single location, Apex needed a solution to keep everything running smoothly, whilst providing optimal service to its customers when working remotely. Apex required an infrastructure partner who would provide stability and flexibility when it came to hosting their data. As such, the business chose to migrate their infrastructure to a secure colocation provider, which would ensure continuity for its customer's business-critical applications and support the future growth of the business.

SELECTING SERVERCHOICE

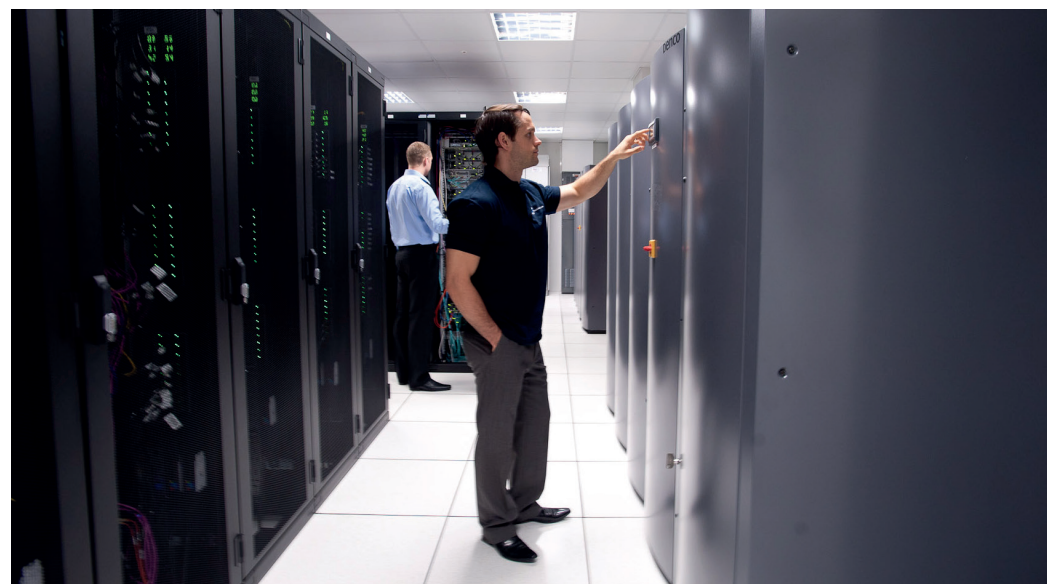
After a thorough selection process both in and outside of London, Apex selected ServerChoice and was immediately impressed by the calibre of its data centres and its technical service support. ServerChoice was able to provide flexible and highly secure colocation services and diverse network connectivity, giving Apex the ability to overcome its infrastructure challenges, offer better service to customers, and grow its business.

ServerChoice's key security features, for example, include three-factor authentication, CCTV and a secure perimeter fence, which would be vital to Apex, especially their more private clients such as those in the financial sectors. "Personality and enthusiasm were key factors when embarking on this partnership," said Anthony Brewood, Director of Apex Systems.

"As a business Apex understood exactly what we needed, and working with ServerChoice was an easy decision from the very beginning."

Location was also another crucial factor in decision-making, and the accessibility of the data centre makes it easy for the Apex engineers to visit to perform maintenance and upgrades. Moreover, the data centre's environmental and remote monitoring systems offer real-time visibility and round the clock monitoring from ServerChoice's team of technical experts, who were on hand to share guidance and advice. Having both of these capabilities would not only be efficient time-wise but would help Apex to reduce costs.

ServerChoice's in-house remote-hands services, combined with excellent network speed and ultra-secure environments meant Apex had found the perfect partner to support the needs of its customers.



RESULTS

By partnering with ServerChoice, Apex has been able to scale its business and overcome all key infrastructure challenges surrounding security, connectivity and scalability by utilising a pay-as-you-grow service where it can add racks when needed. This creates a cost-effective way to manage its assets and has enabled Apex to scale its capacity with options to expand further. ServerChoice continues to offer a high level of customer service for Apex Systems, providing on-site support to its engineers and proactively monitoring and flagging any problems if they arise.

“The resiliency and connectivity options provided by ServerChoice have been revolutionary to Apex Systems, assisting rapid customer growth and supporting the needs of our own staff too.”

ServerChoice’s resilient network connectivity options ensure the Apex team stay online and connected at all times, allowing productivity to be at an all-time high.



“Today ServerChoice is seen as an extension of the Apex Systems Team and goes above and beyond to support us”

“If you’ve forgotten any tools to undertake maintenance, the ServerChoice staff are always able to lend you some, and they often keep spare parts and components to support customers during installation and upgrades.”

Antony adds that ServerChoice staff also proactively monitor the state of Apex’s equipment. “If anything needs addressing from a maintenance or replacement perspective, they’ll notify us straight away, and will often fix the issue themselves.

“ServerChoice provides us with a secure solution that we can truly rely on and is crucial to our business growth and development. The partnership is something we see continuing for the foreseeable future and we see ServerChoice as a real asset to our business model”.

BENEFITS

- Cost-efficient hosting
- Enhanced security facilities
- Optimised remote working
- PCI DSS certified facilities
- Reliable maintenance and monitoring
- Scalable and flexible options

CASE STUDY



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