



Innovative boutique distributor uses leading-edge technology from Intercept to rapidly establish their business

Appspeed is a new IT Distribution company focusing on "best of breed" products that are complementary to server-based computing solutions. They provide technologies that help resolve key IT challenges faced within server-based computing, increase performance, reduce costs and enable a more complete solution to be delivered. These products not only help provide a more effective solution but can act as a key differentiator in a very competitive marketplace

Solution Summary

- › Application access from any device, anywhere in the world, over any connection
- › In-built business continuity. In the event of issues at the office or accessing it, staff simply login from elsewhere
- › Inclusive helpdesk service, with shadowing capabilities providing "look and learn" facility
- › Highest levels of data security, protecting business information
- › No CapEx costs to have to consider
- › 99.9%+ service availability guarantee. Maximum up-time means improved productivity
- › Cost effective remote email ccess via BlackBerry

As a distributor of IT applications, AppSpeed are fully aware of how technology enables business and, as such, practise what they preach by using the best solutions to fit their own business needs.

The Challenge

In setting up the business, Mark Lardner, Managing Director, had to start from scratch; from invoicing systems, CRM, financial advice and also find time to recruit resellers and vendors. The last thing he wanted to also have to contend with was IT infrastructure that he knew was key to establishing the business. Being side-tracked with procuring, installing and maintaining systems along with the associated costs, was prohibitive to getting AppSpeed Distribution up and running.

Apart from the usual line of business applications, it was also critical to AppSpeed that they had a safe and secure storage facility. Having their large amounts of data and information professionally managed was a major consideration. Plus, AppSpeed needed a solution that could enable access to their information from any location. The final consideration was cost; they wanted a solution that would scale as their business grew and be flexible as their requirements changed. To purchase and maintain such a system, as a capital expenditure, was cost prohibitive.

The Solution

Having been in the distribution business for many years, Mr Lardner knew the benefits that server-based computing can deliver. As such, he knew that the hosted OnlineDesktop solution from Intercept would be the right solution for his company, particularly with their cost per user/per month charging model.

Case study

onlinedesktop™

System Overview

For a small business like AppSpeed, the flexibility of provisioning applications and access to data, along with the safe, secure management of that data, can be an overwhelming responsibility. Having that entire responsibility outsourced means, AppSpeed can focus on what they do best; providing their customers with best of breed server-based computing solutions.

OnlineDesktop from Intercept provides a comprehensive IT infrastructure to AppSpeed that includes:

- › Microsoft Office
- › Microsoft Outlook Exchange Server
- › Internet Explorer
- › BlackBerry email
- › Disaster recovery
- › Business continuity
- › Data storage and management
- › Help desk

As and when applications are upgraded, the users of OnlineDesktop seamlessly have access to the latest version. If new application access is required, they can be provisioned in a matter of minutes, providing significant productivity enhancements.

Future Direction

As AppSpeed are growing organically, it is crucial that new employees can start and be productive immediately. With the flexibility of OnlineDesktop, services can be provisioned immediately to new users and AppSpeed can budget accordingly, knowing in advance the exact cost of adding new users.

“In terms of key building blocks in setting up a business from scratch, IT is key, but one of the most expensive. The OnlineDesktop service from Intercept took away all the IT challenges and issues. They provide a reliable, cost effective system that we don't have to manage and it delivers everything we need from any location. AppSpeed Distribution has been using the OnlineDesktop now for some time now and it's as reliable as our electricity supply – it's always there and it's always on, we just take it for granted.”

Mark Lardner
Managing Director
AppSpeed Distribution
Unit 2, Sunfield Business Park
New Mill Road
Finchampstead, Wokingham
Berkshire, RG40 4QT
www.appspeed.co.uk

Virtual Technology. Real People.

To find out more call our sales team **020 7743 0100**, email sales@intercept-it.com or visit www.intercept-it.com