

# IQPC CREATES A CUSTOMISED CLOUD



## THE CLIENT

IQPC is a leading conference services provider with 14 offices spread throughout all five continents. Based on a business model that first started out in the 1970s, the company has been trading in its current structure since 1989.

## THE BUSINESS

Each year IQPC provides in the region of 2000 conferences, seminars and learning programs. The company's in-house specialists identify key and high-interest topics for conferences and then sell the sponsorship to relevant brands who will benefit from the exposure to qualified potential customers. In this way, the business not only delivers high-value learning content but also provides high ROI-communications channels between brands and their markets.

## THE BRIEF

IQPC's German regional HQ in Berlin has approximately 90 users, a number of file servers and a Microsoft Exchange server for email. Previous to Transputec's involvement, the office was reliant on a local back-up solution consisting of a Back-up Exec server and an old tape drive.

## OVERVIEW

### The need

Being a global business with 14 offices, covering over 30 business sectors and a growing number of client sponsors, the amount of data generated and requiring effective archiving is considerable and growing exponentially.

### The solution

With the dual needs of scalability and security, Transputec decided that a cloud-based solution was by far the best fit from both a technical and commercial perspective - the pay-for-what-you-use aspect of cloud-based architecture is too attractive to ignore for business-owners and executives.

### The benefit

With cloud-based, automated solutions to data storage and retrieval the capacity to put in place multi-level, adjustable and 24/7 access has never been greater.

The on-site solution was no longer really suitable, owing to several factors - not least of which were the lack of any onsite IT personnel and the growing need for centralised data to facilitate easy access for reference and rapid retrieval in the event of the need for urgent access or data loss. A **cloud-based solution** was called for.

## THE SOLUTION

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With the dual needs of scalability and security, Transputec decided that a cloud-based solution was by far the best fit from both a technical and commercial perspective - the pay-for-what-you-use aspect of cloud-based architecture is too attractive to ignore for business-owners and executives... anybody whose responsibilities touch on more than just the day-to-day mechanics of business management – in other words, strategic matters like growth, re-investment and building brand equity.

### *Around the world... round the clock*

One of the major challenges of running an intercontinental business is arguably the least controllable: the world clock. No matter how dedicated and vigorous the global team members are, some will always be asleep when others are awake and in need of access, data, records and so forth.

With cloud-based, automated solutions to data storage and retrieval the capacity to put in place multi-level, adjustable and 24/7 access has never been greater. With the advent of mobile “always-on” communications, questions need answering in minutes not days - having to wait for someone to return to the office can seriously compromise competitive business advantage.

## ENCRYPTION AND SECURITY

Both in terms of long-term storage and during more vulnerable data transmission functions all data is encrypted to state-of-the-art levels.

Being both pro-actively and reactively alert to external threat or internal mechanical failure, the integrity of data combined with robust authorised accessibility are paramount.

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## THE PEDIGREE

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Since our inception in the mid-1980s, Transputec has had the trust of Britain's foremost IT users, including the Ministry of Justice, Samsung, Danone, Camelot, Chubb Insurance and DP-DHL/ Williams Lea to name but a few.

Vertical sector experience covering banking & finance, media, third sector, technology, retail, SMEs and health care adds further value to IT users in the form of industry-specific knowledge.

### *The human component*

The pace of change in ICT is so fast that what was cutting edge technology just a few years ago we now need to refer to as *traditional IT* in order to differentiate it from what we're doing today and tomorrow.

Among the off-the-shelf Cloud computing products offered by Transputec are Virtual Desktop, Cloud Servers, Cloud Backup and Cloud Document Management.

Please visit <http://www.transputec.com/cloudcomputing/> for more information.

A business like Transputec is as much about its people - their experience, customer-focus and expertise - as anything else. From initial assessment to delivery of turnkey solutions and day-to-day customer care, these professionals take solutions from Transputec's hardware, software and professional services business units and ensure they're a perfect fit.

Throughout our supply chain we have exceptional relationships with the world's premier hardware and software brands, giving us a competitive edge to make everything from economies of scale to mission-critical architecture judgment calls.

## ENVIRONMENT AND CORPORATE RESPONSIBILITY

While Transputec might well be said to have its head in The Cloud, our corporate feet are firmly on the ground. Our Green Data Centre in Iceland boasts impeccable eco-credentials that embrace natural free cooling up to 24kWh and zero carbon footprint.

One of the biggest power consumers in any business is the hosting of their IT equipment. It runs 24/7/365 consuming vast amounts of power – every business needs to look for ways to deliver Green IT.

For a comprehensive guide see <http://www.transputec.com/green-it/>

## TRANSPUTEC

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