



International Quality & Productivity Center

Restoring and securing
a 24/7 global operating
model with the
partnership of AWS
cloud services and
Transputec

TRANSPUTEC

IQPC FACTFILE

IQPC is a leading global provider of business-to-business conferences and events. Delivering around 2,000 conferences worldwide as well as webinars and online programmes, it requires cutting-edge technology to keep up with the demands of its fast-paced operation. With around 1,500 staff in nine offices across six continents, a robust IT system is crucial to its success.

Locations

Berlin, Dubai, London, New York, Singapore, Sydney, Tampa and Toronto.

Services

Conferences, online events, custom content creation, market research, podcasts, social media

Customers

Delegates paid an average of \$4,995 each to attend IQPC events in the past year. Over 55,000 attendees took a minimum of 4 days out of the office to attend an event.

Reach

Global Events Database with almost 10 million contact emails. 18 online communities, totalling 1.1 million members and subscribers





SUMMARY

IQPC were approaching the end of a lengthy outsourcing contract with their previous US based MSP. They were experiencing unresolved and ongoing technical issues - right across their IT estate. Repeatedly advised by their MSP to simply pay for more IaaS services, the underlying issues remained unresolved. The quality of customer service began to dwindle from their MSP.

There was a risk that the system failures were starting to impact business delivery, particularly in their London and New York hubs where the majority of their sales and event people are based. There was also a real concern about security breaches.

Transputec Director of Services, Stuart Salt:

"The VDI environment, which runs off Citrix, was falling down every few days. Their exchange servers stopped working pretty much every other day as well. They needed an overhaul of their core systems. The performance of systems across their IT estate in general was slow. They were well behind the curve in terms of operating levels, from their versions to their patching. IQPC is an agile organisation with an 'always on' operation. Each business area has a separate MD, different territories, time zones, markets and local suppliers, so we had to understand how Singapore and New York operate, as opposed to London and Toronto, and so on. There were several logistical and cultural challenges to overcome. Their systems need to be running 24/7."

Transputec reviewed the infrastructure supporting the nine regional offices, as well as the virtual server and network environment in the cloud. We also provided an independent view on the firm's security posture.

Stuart Salt:

"This wasn't just about addressing areas of improvement to the existing configuration. This was the start of a journey to evolve it into a better operating model. The network design had to suit IQPC's business requirements. This went beyond a Cloud First model. It needed multiple vendors and we were able to provide the best of breed recommendations based upon AWS and Citrix Cloud."

"We transitioned the service across to Transputec from Day 1, managing the 'As Is' situation which was falling down. We stabilised the situation and then started the evolution, service improvement and technology improvement strategy, putting in place a roadmap of positive changes."

NAVIGATE



- » Undertook a deep audit of core systems infrastructure and IaaS hosting (AWS)
- » Explored network design and its suitability for IQPC's requirements
- » Identified and assessed network robustness, scalability and performance
- » Conducted LAN security and network segmentation
- » Assessed resilience and patching systems
- » Carried out a thorough people audit of staff and key stakeholders

INTEGRATE



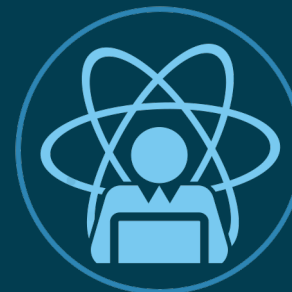
- » Resourced 'Boots on the Ground' accredited IT experts in all 8 global locations
- » Prepared for high volumes of traffic to our 24/7 call centres across the globe
- » Achieved first phase of 'Go Live' after 3 months, moving on to BAU phase
- » Continued pilots as part of an 8 phase transition period
- » Deployed highly specialised team of experts, including BAU teams and support operations staff

INNOVATE



- » Optimised AWS hosting and services
- » Introduced pane of glass visibility
- » Migrated to latest versions of Citrix Cloud and Office 365
- » Adopted industry and vendor best practice

EVOLVE



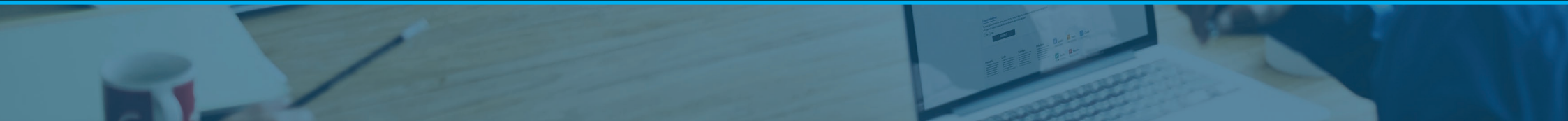
- » Continuing innovation and IT based business projects over next 3 years
- » Further exploration of enhanced security, cybersecurity, and online ecommerce platforms
- » Enhancing AWS service uptake and adoption
- » Cloud First model



THE VERDICT

"We now have a system that is reliable, stable and performs across all our different markets and territories. Not only did Transputec provide us with a seamless low risk migration, they really got under the skin of our business, engaging with all our teams across the globe. They are constantly striving to improve and innovate our services. And they are 100% reliable. We trust them to do what they say they will do and they leave no stone unturned in solving a problem. They are great communicators and are always on, 24/7."

Juhel Ahmed
IQPC Systems Support Manager, London



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