

Attenda

Always On Managed Services

Selective outsourcing in commercial markets

Freeing you to concentrate
on what you do best

Commercial markets are facing continuing pressure from increased competition, resource constraints, declining margins, escalating fuel costs and safety and security concerns. In these markets, organisations must concentrate on their core business, improve customer satisfaction and tightly focus on reducing operating costs and driving cost out of the business.

In retail & distribution markets, IT systems are becoming increasingly complex with the need to integrate and supply chains are becoming more transparent, using the internet to share product and marketing information with suppliers and customers. Travel, transport and leisure markets are facing an increasingly global client base and need to match demand with the right services in the right place at the right time. Whilst manufacturers are finding their supply chains are becoming increasingly complex and are having a greater impact on their overall business.

To gain competitive advantage businesses must offer an experience and service that meets and exceeds customers' increasingly high expectations. Multiple channels bring increased complexity to the IT infrastructure and complex supply chain management requires streamlined processes. The key to success is a flexible, fully integrated IT architecture that aligns with the business strategy and can scale to accommodate business change.



certainty / confidence / agility

Embracing the changing landscape

To address these challenges and gain competitive advantage commercial organisations need to:

- Streamline business processes and integrate systems
- Create a unified customer and supplier view throughout the organisation
- Differentiate product & service offerings
- Enhance customer loyalty & retention
- Collaborate more effectively with global workgroups
- Reduce costs and deliver improved ROI



“We are continually increasing the capability of the websites and our partnership with Attenda allows us to add functionality without incurring additional cost.”
Peter Federico, IT Director, bmi

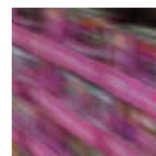
Selective outsourcing of the IT infrastructure will allow organisations to concentrate on the business opportunities in the commercial marketplace rather than spending valuable resources on day-to-day IT operations. Outsourcing of your business critical applications – Enterprise applications, Web applications and Messaging & Collaboration applications – can help you to accelerate growth, reduce costs and improve agility, by building a flexible infrastructure that supports your IT investments, so that you can meet the changing requirements of your business.

The latest IT trends such as Web 2.0, social networking, service oriented architectures, virtualisation and utility computing all provide the opportunity to build leaner, more agile, innovative and ultimately competitive systems that are better integrated and aligned to the business of financial services.

Ensuring your business is always on

Attenda is dedicated to the provision of IT Services, managing business critical enterprise and internet applications and operating IT infrastructures for many of the UK’s leading companies. We provide critical applications hosting, IT infrastructure & operations and Software as a Service (SaaS) delivery for Independent Software Vendors, ensuring that your business critical applications are always available.

By selectively outsourcing your IT operations to Attenda, you can free up time to concentrate on moving your IT strategy forward, adding strategic value to the business, rather than managing the day to day IT operations.



Valuing the Attenda relationship

Here is just a selection of our clients in commercial markets that have entrusted the operational management of their business critical systems to Attenda.

bmi

bmi, the UK's second largest full-service airline, has been increasing the use of the web as a distribution channel for its mainline airline, while decreasing tickets sold through traditional channels. Its 'no frills' service bmibaby, relies almost exclusively on the web for ticket sales, with well over 90% of business coming in through this business critical channel.

bmi has contracted with Attenda to provide a Web Applications Managed Service to maintain the availability of the web site, ensuring that it is 'always on'. Attenda is a key business strategic partner to bmi, sharing the risk, by being remunerated for its services on a variable, transaction-based pricing model.

Compass Group

Compass Group is the largest food service organisation in the UK and Ireland, providing high quality catering and support services at over 9,000 locations and serving nearly three million meals a day.

Attenda has migrated the corporate web site, intranet, supplier-centric extranet and e-procurement site to a consolidated infrastructure to improve the availability, security and performance of the applications. The sites are managed by Attenda 24 x 7 with each and every level of the infrastructure monitored against pre-determined thresholds to ensure any issues are identified, escalated and resolved, without impacting on the end user's experience of the site.

Emap

Emap Ltd is a B2B media group that focuses on five main verticals – construction, retail, media, automotive and public sector. It is the leading UK trade show organiser and it operates major information businesses serving fashion, automotive, construction and media.

Emap selected Attenda as its strategic partner, to implement a web infrastructure platform to provide the necessary flexibility and scalability required to grow its digital media business. The Attenda managed infrastructure has over 100 servers with a combination of Windows, Linux and Solaris operating systems, Oracle and SQL databases, demonstrating Attenda's capability and expertise in cross-platform management.

The solution embraces VMware virtualisation for the proof of concept environment, to provide both agility and rapid server provisioning. Attenda has also worked closely with Emap's content management developers LBI, Tridion and Madgex, to provide seamless content management integration.

Nisa-Today's

Nisa-Today's is the UK's largest buying group for independent retail and wholesale companies. By strategically using its member companies' combined turnover power base, it negotiates the lowest cost price for products and provides the most efficient supply chain.

Attenda hosts and manages the Nisa-Today's IT systems, which have recently undergone a technology refresh. The IT infrastructure has been simplified by standardising on IBM System p servers, as well as upgrading operating systems, databases and application servers. The solution implemented is a virtualised server solution in order to get the best out of the server estate and stabilise performance.

“There have been clear improvements in the service levels experienced which are managed to a single, stringent SLA, guaranteeing much higher availability and performance.”

Piers Foster, System Director,
Compass Group

Differentiating the Attenda service

Selectively outsourcing your IT infrastructure to Attenda brings many benefits to your organisation. You can devote 100% of your time to focusing on the business you know best and satisfying your clients, confident in the knowledge that your systems are being managed by experts in IT Service Management.

Ensuring your business is always on

The operation and management of your vital business applications is in safe hands, giving you the availability, performance and security that your business requires on demand.

Delivering strategic thinking time

Your in-house specialists can concentrate on the higher value activities that drive competitive differentiation, knowing with complete confidence that your vital applications are available and secure.

Delivering IT certainty

You are delivered IT certainty at a fixed price, through our ITIL accredited, process driven approach based on best practice and our exclusive focus on application management.

Managing the risk

We have the people, processes and technologies in place to manage your critical business applications and ensuring they are always available and are delivered to a meaningful, business-led Service Level Agreement.

Attenda's industry leading operations platform, Attenda M.O., enables the efficient management of diverse, highly available physical and virtual infrastructures. Investment in powerful monitoring and management, using a range of industry standard best of breed tools, has produced a single integrated interface and database for operational monitoring and management control. This platform is used as the foundation for all client solutions, facilitating selective outsourcing of your IT operations.

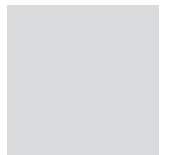
Our ISO 20000 certification reinforces our commitment to delivering the very highest quality service levels in the industry. As an ISO 27001 certified organisation our world class processes and controls provide you with confidence in the highest levels of security for your systems and sensitive data.

Our services embrace critical applications hosting, IT infrastructure & operations and Software as a Service (SaaS) provision for Independent Software Vendors, so whatever your business requirement, you can be confident that, with Attenda, your IT systems are in safe hands.



“It was important for us to work with someone who had the skills and expertise to understand our complex environment. Attenda really got involved with us and became part of our team in order to make sure they could align any changes with future business goals.”

Wayne Swallow, IT Director,
Nisa-Today's



Attenda

One London Road
Staines TW18 4EX
United Kingdom
t: 01784 211100
w: www.attenda.net

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