



# [ MANAGED IT & OUTSOURCING

Widening the net





## Widening the net

### John Jones, CEO, eLINIA

Seven years ago, John Jones and a group of former BT employees set up managed hosting firm eLINIA with a vision to offer businesses of all sizes the kind of secure, flexible service that would normally be the preserve of much larger organisations.

**T**he IT and business landscape may have undergone considerable change since our early days, but the key drivers of cost, convenience and security remain consistently at the heart of IT decision making. It's our understanding of the issues businesses face and our ability to help them balance these drivers through a bespoke approach that underpins our success today.

Businesses today, perhaps more than ever, face a difficult balancing act. The current economic conditions have put internal IT operations under the microscope and security is often one of the first areas to be cut. Meanwhile, organisations of all sizes continue to face significant challenges in preventing personal data being leaked into the public domain.

Small and medium sized businesses face particularly difficult choices. Many are responsible for handling sensitive or personal data online, and are acutely aware of what the repercussions can be for failing to adequately protect that data. At the same time, the ability to resource and staff IT security effectively is a luxury only a few banks and major organisations can afford.

Small companies in particular may only have a one-person IT department, and they may also have to manage everything from desktop support to maintaining the phones. Having them working full-time managing security is not an option. Even bigger organisations may struggle to justify the level of in-house support required.

It's not unreasonable for a business to question the wisdom of outsourcing security, but the old adage of never handing over the keys to the kingdom no longer applies so rigidly. No business operates in a silo today, so for most it is a case of establishing trusted relationships.

The reality is that for businesses looking to get the same or better levels of security and flexibility, at a reduced cost, outsourcing part or all of your security operation to a supplier you can trust is the best and only option.

Through economies of scale, managed hosting companies like eLINIA can provide levels of security, flexibility and support that most organisations could only dream of in-house. Quite simply, security is what we do every day, and we back this up with quality people and world-class infrastructure.

Speaking for ourselves, all of eLINIA's engineers and technicians are accredited at the highest security levels, including ISO9001, ISO27001 and PCIDSS and have experience in managing the core IT infrastructure of some of the largest and most security conscious organisations in the world.


Of course, not all suppliers will meet the same standard of service, so for organisations interested in security, it's very important to do your homework to find a supplier you trust. Organisations must get used to asking questions like:

- Where is my data?
- Who is managing my data?
- What processes are in place?

At its best, outsourcing security to a managed service provider can remove the pain and drudgery of 24/7 monitoring, freeing up IT staff to do the things that are going to get them noticed.

What is more, as new technologies like virtualisation and cloud computing come along, a managed hosting provider can act as a trusted employee, working with businesses to help them adopt new technologies in a way that will offer true benefits in a secure environment.

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A professional portrait of a middle-aged man with grey hair and glasses, wearing a grey suit jacket, a white shirt, and a red, blue, and yellow striped tie. He is sitting in an office environment with computer monitors visible in the background. His hands are clasped in his lap.

[ Having established itself as a trusted guide for businesses looking to balance cost, security, and flexibility, eLNIA has continued to grow through the downturn. ]

# Valuable assistance to business

**When you are looking after information for some of the country's most highly regarded organisations, you need to be trustworthy. That's why eLINIA, the Cardiff-based IT hosting and managed services firm, puts the customer at the heart of its business – from providing bespoke solutions through to providing top quality customer service.**

**W**hile every company claims to put their customers first, many offer the same fixed products to all. At eLINIA's foundation is the recognition that no two companies are the same, and each has its own issues and goals. From its very first day of business back in 2005, the ethos has been to speak with the customer before offering them a solution that meets their needs.

As CEO John Jones, who founded the company back in 2005, commented: "Too many providers make the assumption that there is an 'average' customer.

"The reality is that there isn't, so we always work out the customer's objectives and work back to the solution."

## Protecting your wallet

Justin Lewis, eLINIA's operations director, explains that monitoring an IT system can be an expensive business, even at the best of times. Outsourcing to a specialist supplier can offer the same, or better service, at a reduced cost.

"We actively look to help reduce costs," he said. "In turn, companies are able to deploy skilled IT staff more effectively, when they would otherwise be given the dull job of monitoring an infrastructure – on the small possibility that something might go wrong."

The economic downturn focused the minds of companies to look for ways to do things more efficiently. In particular, businesses are no longer willing or able to throw large amounts of money into non-core competency activities.

Having established itself as a trusted guide for businesses looking to balance cost, security, and flexibility, eLINIA has continued to grow through the downturn.

In 2009, turnover at the company rose by 40 per cent, and the workforce increased by 30 per cent, ensuring eLINIA's customers continue to receive the same high standard of customer service the company sets itself.

eLINIA's client list includes some of the country's biggest organisations, such as Honda UK, the Welsh Assembly, Barclays and Global Aerospace.

## Looking after our environment

eLINIA was one of the first managed hosting companies to offer customers an environmentally friendly hosting option, having taken space at Equinix's datacentre in Slough, which draws power from renewable sources.

Last year eLINIA was nominated for the Environmental Project of the Year at the UK IT Awards for its work helping the National Trust to implement a green IT strategy.

By moving the National Trust's IT infrastructure on to a virtual platform at

their Slough data centre, eLINIA helped the organisation reduce energy consumption by 70 per cent, saving £160,000 per year.

eLINIA recently expanded its operation in Slough to take further advantage of Slough Heat and Power, which delivers energy from renewable to power the estate. The company is always looking for new opportunities to deliver 'green computing', and is currently working with a partner on a data centre project powered by a waste-to-energy plant.

## A weight off your shoulders

No company can afford to take a lax attitude to data security. It's a fine line between spending too much and being too exposed to risk, so many businesses end up spending too much or too little.

By working backwards from the desired outcomes, eLINIA can help ensure organisations spend just the right amount to achieve the right level of security for their business.

eLINIA has experience of managing the core IT infrastructure of some of the largest and most security conscious organisations in the world. All engineers and technicians are accredited to the highest levels, including ISO9001, ISO27001 and PCIDSS – guaranteeing you, and your organisation, peace of mind.



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# A world-class data centre for world-class organisations

**Not only is Next Generation Data Limited's newly opened NGD Europe one of the world's largest data centres, it is one of the most technologically advanced and is totally focused on delivering customers the highest quality of service, flexibility, scalability, security and cost effectiveness.**



located near Newport, South Wales, NGD Europe is a purpose-built Tier 3 facility offering 750,000 square feet of highly secure flexible space that can be arranged into self-contained data halls of various sizes all with independent services, resilient power and cooling systems.

BT and Logica are just two world-class organisations which have been quick to realise NGD's business benefits having taken up residency in custom built data halls ahead of schedule earlier this year.

Since its inception two years ago by the company's founders Simon Taylor and Nick Razey, both veterans of the IT and telecoms industry, NGD Europe was always destined to break the mould of conventional, somewhat outdated, data centre thinking, which, in their opinion, had for too long left London and the South East of England unchallenged as the only choice for corporate data centre location.

With the dramatic falls in high capacity low latency fibre network costs and the increasingly sophisticated remote diagnostics now readily available, the case for large world-class out of town data centres such as NGD has become more compelling than ever.

In contrast to London and South East data centres, NGD Europe's huge size and very location in Wales make it especially suited to more securely accommodating the needs of larger national and international organisations searching for far more cost-effective wholesale space-only solutions. There is more than enough room and all important power available to enable expansion as and when required or, on the other hand, manage the consolidation of several existing space

or power-restricted operations under its one roof.

This is backed up by John Dovey, Director, ICT at BT Business. "In our experience, UK firms are crying out for a secure data facility that allows them to increase the size and capability of their IT systems and keep running as normal, come what may."

And Bob Griffiths, Managing Director at Next Systems said: "NGD Europe is the UK's first example of a truly world-class modern data centre which offers a viable and extremely cost-effective high calibre location alternative to the London area for IT service providers and major organisations alike. The fact that their resident team members include experienced technologists and data centre operators has to be a major bonus."

From the outset, NGD Europe's environmentally friendly high level technology infrastructure was designed to meet and exceed the ever increasing demand for more data processing and storage resource and the power to support it. Among its many features is a high capacity 180 MVA power supply direct from the national grid (enough to power a city) and, of note, the data centre is the first in Europe to source 100 per cent of its power from renewable energy sources.

At the same time as offering a wide choice of direct on-site high speed low latency carrier interconnects for nationwide and international communications, including those to networks that are totally independent of London, NGD also maintains high speed network links into London Docklands therefore making it a highly viable back up Disaster Recovery site for London area operations.



Nick Razey, CEO NGD Europe, in data hall

Overall, the facility has the capability to securely house up to 19,000 racks and is able to support high density environments for such power-hungry and intensive applications as cloud computing, super computing and grid computing. Furthermore, the massive unobstructed area on the building's top floor is ideal for housing large numbers of containerised computing systems.

In addition to the expected technology services NGD Europe also offers sophisticated office space for technical support and administration, with meeting rooms and conference suites all available 24 hours a day.

NGD Europe is designed, equipped and staffed by data centre and security professionals to cater for all current and future enterprise computing requirements as befits a true next generation data centre.

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NEXT GENERATION DATA  
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