

CASE STUDY
Zoggs



KEEPING A CRITICAL NETWORK AFLOAT

Zoggs praises communication and proactivity of Utilize staff

CLIENT:

Zoggs

WEBSITE:

www.zoggs.com

REQUIREMENTS:

Greater proactivity from IT support and improved response times.

SOLUTION:

- Utilize SLA with fixed response times
- Systems manager 24/7 network monitoring
- IT roadmapping

BACKGROUND

For leading swimwear brand, Zoggs, the need to keep its head above water as far as its IT systems are concerned is of paramount importance. Central to the day-to-day functions of its business, network downtime simply isn't an option.

Founded in Australia, the company is perhaps best known for its range of goggles, its name now being synonymous with the swimming accessory. Its heritage remains an integral part of the company's identity despite having become a success internationally and branching out to offer a full range of swimwear attire and paraphernalia.

Passionate about swimwear and equipment, Zoggs' range is recognised as being innovative and forward-thinking, offering the best products for both swimming enthusiasts and professionals. Such is the ethos which has seen it achieve its status as a market leader.

THE CHALLENGE

It is no exaggeration to say that, should a major problem befall its IT systems, Zoggs would be left unable to function. With all customer orders handled electronically and warehouse dispatches controlled via its databases, the company would not be able to carry out its business.

By the beginning of 2011, the company knew it had outgrown its current IT support provision. Up to this point, it had been employing the services of a subcontractor. Whilst there was nothing particularly wrong with the standard of the work Zoggs received, it became apparent that its demands could not be fulfilled in the timely and reliable a manner it required. Response times were sporadic depending on the workload of the subcontractor at any given time. "Users were frustrated with the lack of responsiveness," says Karen Chapman, Planning and Systems Development Manager at the firm. Zoggs realised it had reached the end of the road with this contract, as slow and uncertain response times began to hamper productivity.

“Effective planning means issues are few and easily dealt with. Together with Utilize, we regularly review what needs to change to keep our systems in good order.”

Karen Chapman
Planning
and Systems
Development
Manager, Zoggs

THE SOLUTION

In January 2011, Zoggs signed a full SLA with Utilize, which included a 1-hour remote response, a 4-hour critical response to site and an 8-hour non-critical response. Zoggs immediately felt the peace of mind that comes with a fully outsourced support agreement and the guaranteed response times meant it was now able to provide staff who experienced IT issues a firm indication of when their problems would be resolved.

From the very start, Utilize offered a more proactive approach. It carried out a pre-SLA audit and made recommendations on how to improve the IT infrastructure, putting in place IT roadmaps. Following the audit, a number of projects were undertaken within the same month. Zoggs signed up for an Ignite managed firewall service to be installed at its main office and a secondary site.

At once, the company regained control of its Internet usage with full reporting capabilities, as well as having its email filtering enhanced for greater network security. Furthermore, it was able to establish a secure Virtual Private Network (VPN) between the two sites. Utilize also migrated Zoggs' ADSL broadband to its preferred ISP, Ignite, which meant it could guarantee a swifter response to any future Internet issues, due to ease of access and the ability to escalate problems.

The IT roadmap had also identified that the swimwear company could benefit greatly from a replacement of its terminal server, enabling remote connections to run more quickly, and this project was arranged to take place in two phases. The first half of the installation took place in April 2011 with the second part scheduled to follow a year later. This installation would ensure Zoggs would have the right hardware and software platforms available to allow its infrastructure to continue growing in line with its business.

In January 2012, Zoggs deemed the first year of its contract with Utilize to be a huge success and happily signed to extend its agreement.

BUSINESS BENEFITS

“Users have been impressed by the professional service offered by Utilize. As the main point of contact here, Utilize will always keep me updated on current issues,” says Karen Chapman.

Zoggs now benefits from quarterly meetings with its Utilize account manager to review performance over the previous three months. Any niggling issues are soon identified and nipped in the bud before they are able to spiral out of control. During these meetings, Utilize also updates Zoggs on emerging trends proposing any recommended hardware, software or even training solutions that might be of benefit to its client.

“Effective planning means issues are few and easily dealt with. Together with Utilize, we regularly review what needs to change to keep our systems in good order,” Karen explains.

Since moving their support contract to Utilize, Zoggs have benefited from:

- **FASTER RESPONSE TIMES**

All reported issues are guaranteed to be handled within fixed timescales, giving Zoggs confidence that support calls will be dealt with in a timely manner.

- **PROACTIVE 24/7 MONITORING**

Utilize keeps tabs on Zoggs' systems round the clock, identifying small issues early before they grow into bigger problems, and suggesting ways in which its infrastructure can be optimised.

- **PROJECTS CARRIED OUT PROFESSIONALLY AND WITH MINIMAL DISRUPTION**

Zoggs is now operating more effectively, quickly, and with added security thanks to enhanced email filtering, an Ignite managed firewall service and the replacement of its terminal server.



ABOUT UTILIZE IT SUPPORT

Since 1997, Utilize has enjoyed constant growth and success, delivering professional, proactive and personalised IT support services throughout Essex, London and the Home Counties. The company is committed to establishing itself as the premier outsourced IT support partner in the South East for business networks ranging from 5 to 250 users.

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