![Zynstra - how IT should be]

Customer Case Study: Re:creation is a successful sales, marketing and retail distribution business supplying products at the forefront of design innovation in the toy, kids lifestyle and outdoor sports markets.

"Prior to Zynstra we were having to continuously fire fight performance issues and downtime, impacting both business operations and our internal credibility. We now enjoy high performing, reliable IT that is reliably backed up, in our control, at a predictable cost, with a partner we trust and using technology that we have complete confidence in."

Sailesh Makwana IT & Operations Engineer

Company
Re:creation

Location
Camberley, UK

Sector
Retail

No of IT Users
22

Delivery Partner
Solsis

Business Driver
Ageing Hardware

Business profile

Re:creation supplies the UK and Ireland retail markets with innovative toys and kids lifestyle products. Re:creation bring product to market via long term distribution partnerships focussing on aspirational products and brands. As well as servicing the home markets Re:creation also supplies distribution organisations around the globe.

Case Study

Due to ageing hardware Re:creation were increasingly experiencing performance issues, including periods of downtime. Employees were unable to access business critical data and the IT team were having to continually fire fight. Backup was a manual process which was wasting precious time and putting the business at risk due to needless margins for error. The backup arrangements were a perceived weakness in any potential disaster recovery situation.

When Re:creation looked at the options, they wanted a reliable, future proof solution that would fix these issues, but that would also offer excellent customer service and at a predictable monthly cost. Zynstra's Hybrid IT as a Service solution enabled them to achieve this. In addition, automated patching and maintenance has released their IT team from the day to day grind as well as improving their internal credibility, and they are now able to drive greater value for the business.

Why Zynstra

High Performance IT

Re:creation now have reliable, high performing IT, and have solved the previous downtime issues. They have complete peace of mind in their IT, and know exactly what it will cost each month.

Communication & Collaboration

Previously there were periods when users were unable to access important files and data. Now colleagues can easily access whatever they need, whenever they need it and wherever they are, improving both communication and collaboration.

Reliable, Secure Backup

Previously Re:creation were relying on manual backups which were prone to human error. With Zynstra's backup they know that all their data is safe and secure.

Predictable Costs

Re:creation have a fixed monthly fee and have broken the costly break/fix cycle. They can easily forecast costs and budget for both data and employee growth. They have the IT they need today and in the future.

Control, Transparency & Reporting

Re:creation have complete control over where their data resides and, via the customer control panel, have complete transparency, and can run the reports they require.

Excellent Customer Service

Re:creation know that if anything should happen it will be resolved quickly, professionally and with minimal disruption, with no surprise costs incurred.

Hassle free IT

Thanks to Zynstra's automation, the IT team have been released from the day to day grind of manual patching and maintenance and can now focus on driving real value for the business, further improving their internal reputation.

Flawless Implementation

Re:creation experienced a seamless switch-over, with users experiencing little or no disruption..