

## Nominee: Claranet

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### **Nomination title: Managed Service Provider of the Year**

How long has this organisation been involved in the IT services and solutions market in EMEA?

Founded in 1996, Claranet has evolved from pioneering consumer ISP into Western Europe's leading independent MSP for the mid-market, with annual revenues of £150 million, over 5,000 customers and a presence in six countries. Although they have grown internationally, entering The Sunday Times HSBC International Track 200 this year due to their international growth, the company's focus has remained on local service, out of local offices, using local data centres. Claranet's comprehensive portfolio encompasses integrated network, hosting, and communications solutions.

Claranet delivers extremely high-quality customer service. This is particularly important in the managed services industry, where solutions are largely custom-built with significant investments in new technology platforms and solutions. Claranet delivers the best 'fit' for customers' specific IT and business needs, enabling their customers to do amazing things.

Claranet's size helps it serve the needs of mid-sized customers. The company is large enough to drive down costs with suppliers, but also agile enough to build personal relationships and understand customers' specific IT requirements.

Claranet's industry-leading technology includes:

**MPLS Network:** Claranet's ISP pedigree enables it to provide its own MPLS network, providing secure remote access. Claranet presents end-to-end hosting and network services in a flexible and easy-to-use package.

**Managed Application Hosting:** Managed Application Hosting provides full access to application development environments while preventing disruption to infrastructure, staging, and live environments. Organisations can focus on application development and testing, knowing the applications utilise a robust managed platform.

**Web Acceleration and Dos Protection:** Web Acceleration and DoS Protection is a service that helps businesses get the most out of their web applications. The service enhances the performance,

security and availability of an application through the use of a number of European wide delivery nodes and intelligent DoS mitigation.

**Hosted Voice:** Claranet's network-integrated hosted VoIP offering provides a complete telephone system without needing dedicated hardware. It is a cost-effective, flexible and straightforward IP telephony system, meeting a wide variety of business needs.

Claranet is continually looking to expand and improve its services. In April 2015, Claranet invested over £1million into a shared storage platform, utilising Solid State arrays from HP to grow its hosting services. The company also recently invested £1million to upgrade its core UK network, delivering a faster and more efficient infrastructure.

As Claranet evolves, it incorporates new technologies to meet customer needs and reach new markets. In July 2015, Claranet acquired TechGate and Linux IT, complementing the company's existing portfolio and enhancing its disaster recover and Linux capabilities. These acquisitions follow on from those of Echiron, Grita and Celingest in 2014, in Portugal, France and Spain respectively. Claranet's acquisition history demonstrates a firm commitment to improving its ability to serve its customers' needs.

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Are they are key projects delivered in the last year that demonstrate this candidate's suitability for the award?

**Project 1: Unicef**

This project demonstrates Claranet's expertise in providing a managed hosting system, as well as their strong on-going support.

Unicef UK's digital channels are central to everything they do and their websites are key to its fundraising efforts. However, previous high-profile fundraising campaigns caused their former hosting provider's solution to underperform.

Since moving their website and other external facing applications to Claranet's Managed Hosting solution Unicef has benefited from a stable, scalable website, as well as a partner who guides their future IT infrastructure strategy. Because Unicef reacts to international humanitarian incidents, campaigns often occur at very short notice. To ensure the charity's web estate functions optimally Claranet has supported, monitored and altered the solution with little notice.

One such appeal, with Claranet's support, led to Unicef raising donations totalling £6.5 million to help the charity's efforts to improve the lives of children across the world.

### **Project 2: Pets at Home**

This project demonstrates how Claranet's network services support retailers and enable clients to meet their own customer needs.

Retailer Pets at Home is constantly changing and evolving to match their customers' needs. With customers expecting a seamless experience when transacting with Pets at Home across online and offline platforms, they needed strong network and support structures to better serve their customers.

Claranet supplied and upgraded Pets at Home's wide area network (WAN), underpinning its growth plans and supporting further development of a seamless shopping experience for its customers. Additionally, Claranet expanded Pets at Home's bandwidth and provided 3G MPLS connectivity as a backup, improving customer service initiatives in the case of a network outage.

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What key vendor and industry accreditations does the nominee hold?

- **ISO/IEC 2000**
- **ISO 27001:2013**
- **ISO 9001:2008**
- **ITIL (Information Technology Infrastructure Library)**

- **PCI-DSS (Payment Card Industry Data Security)**
- **Amazon AWS Advanced Consultant Partner**
- **Microsoft Hosting Gold Partner**
- **VMware Premier Partner**
- **PRINCE2 methodology**
- **HADS (Hébergeur Agrée de Données de Santé) – French Ministry of Health certification for hosting of private medical data**

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**What endorsements does that nominee have from their customers and/or their technology partners?**

**Gartner**

**In July 2015, Gartner positioned Claranet as a ‘Leader’ in its Cloud Enabled Managed Hosting Magic Quadrant, Europe, for the third year in a row. Gartner stated “Claranet is one of the few providers starting to offer loss-of-business clauses on top of the standard SLAs, bringing it more in line with the IT outsourcers that sit at the periphery of this market area... Hosting is becoming a more important part of Claranet's overall portfolio, which enables its sales force to have a better understanding of the managed hosting business than some of the more network-centric providers.”**

**VMware**

**Claranet has been working with VMware to develop new cloud services based on the latest VMware technologies. The company supplied car manufacturer Peugeot with a Managed Hosting solution, powered by VMware technology, enabling it to deliver leading digital content.**

**Peugeot stated about the service: “Claranet’s VMware recommendations for our hosting solution were head-and-shoulders above the other suppliers that we spoke to.” VMware calls Claranet, “an important partner in delivering the software-defined data centre to our customers across EMEA.”**

## Customer service awards

**Claranet has a strong commitment to customers: Winner of the SVC Award for Best Customer Service Strategy; three-time finalist in Quality Service Provider of the Year category (2015 UK Customer Satisfaction Awards). Claranet provides the highest quality of service – from pre-sales, through delivery, to post-implementation. This is enshrined in Claranet’s mission statement: “To help our customers do amazing things.”**

### **Why nominee should win**

- **Legacy history as ISP and evolution into MSP, in line with evolving technology landscape in EMEA and worldwide**
- **Evolution of product portfolio to meet customers’ needs as the market continues to evolve and change, through strategic acquisitions across the UK and Europe and robust product development**
- **Competitive advantage – business focused on long-term customer relationships and customer needs and requirements, enabling their clients to do amazing things**
- **Validation of company’s strategic approach, through analyst and industry awards and recognition**
- **Best-practice industry and vendor certifications and accreditations – three-years running Gartner certified ‘Leader’ in its Cloud Enabled Managed Hosting Magic Quadrant, Europe**