

Case Study – Investor Dynamics

Introduction to Investor Dynamics

[Investor Dynamics](#) helps companies track, quantify and manage media coverage and corporate reputation. Core to its operations is a globally distributed web-connected team of researchers and consultants delivering customer insights on how perception and sentiment is developing and shading at company, peer and sector level.

Our Mission – ‘Decommission the big heater (the server) in their office’

Philip Lambert, the CEO of [Investor Dynamics](#) contacted [TechQuarters](#) because he had a nagging problem with his network. Being a Cloud based company using [Google Apps](#), Twitter and web feeds, he just couldn't see sense in keeping his old Windows Small Business Server (SBS 2003). It was old, needed an upgrade, had a big battery (UPS) hanging off the back of it and took up too much space in the office, not to mention the electricity bill with it being on all the time.

Our mission; move the server data to the Cloud, configure all users printing capability without the server performing the print management and backup sensitive corporate data to a second secure location. Turn off the server and remove it from the office.

What did TechQuarters do?

The first part of the work was to audit the [SBS 2003](#) server and capture the data sizes and functions that the server was performing. Because Investor Dynamics were already using [Google Apps](#), they had enough data capacity to store their company files online but they needed a secondary backup area that would give all users to access shared company data. TechQuarters recommended the [Synclplicity](#) application, which secured their data creating a secondary backup for the business. The company data was subsequently migrated to on-premise desktops and backed up to Synclplicity constantly.

All users were configured to print through a new print server box, rather than the server. A new firewall was installed to secure the network. User desktops and laptops also had memory upgrades to give them a speed boost and operating systems were cleaned, deleting unnecessary software, to eradicate erroneous crashing. The desktops required anti-virus software standardizing and updating, so the latest version of [Kaspersky](#) anti-virus was rolled out across the network.

What was the result?

- ✚ The work was completed in 24 hours
- ✚ The server was decommissioned and taken away
- ✚ All users now access their data locally and on Synclplicity
- ✚ All users print directly to the printers
- ✚ All users have stable desktops and laptops
- ✚ Users access shared company data through Google Apps
- ✚ The electricity bill was significantly reduced
- ✚ The floor space was recaptured
- ✚ Investor Dynamics have a full business continuity plan
- ✚ Investor Dynamics have flexible working in the cloud



“We needed to upgrade our server but the thought of paying £1,000's for it and having to do it again in a few years wasn't appealing. We also wanted business continuity so we decided on moving selected company files to the Cloud. TechQuarters seamlessly helped us plan the solution and migrate to the cloud, within 24 hours. Their consultant was efficient, helpful and delivered exactly what they said they would do, without any hiccups. We have reclaimed our valuable floor space and expect a reduction in our electricity bill now the server has gone. We are delighted!” Philip Lambert CEO, Investor Dynamics.

IT Services with fresh approach