



## Customer Case Study

# Absolute Technology Portfolio (ATP)

2011



# Introduction

**Absolute Technology Portfolio (ATP)** launched in 2010 and has capitalised on the indisputable progression of technology and development of the 'digital ecosystem' – the space in which the IT, Telecommunications, Media and Entertainment industries converge.

They invest in pioneering projects, predominantly in the online, technology and software sectors, employing a single highly qualified team to develop multiple projects - both in-house and for third parties and by employing economies of scale, high margin investments and a cutting edge link equity online strategy, **ATP** is designed as a forerunner for technology investment vehicles and pioneer of the VC incubator approach.

specialising in developing and investing in technology that typically either improves time-efficiency, or simplifies a process for the consumer, **ATP** principally invest in 'first-mover' projects based on unique ideas that revolutionise the market and harness the power of social media. Investments are broadly divided between:

- Web-based ventures
- Enterprise Software
- Data Storage / Conversion

Located in both central London and San Jose, **ATP** employ a team of technically minded people, that operate in various roles such as sales, funding, back-office, marketing and development, in fact they all contribute to everything that gets an idea off the ground.

## Vertical Market

Technology Investments

## Investment Size

£50K - £2M in 3<sup>rd</sup> Party Projects

## Solutions Utilised

Virtual Servers / IaaS

# The Challenge

**ATP**, as many companies are, found themselves contemplating building their own environment, or buying into a 3<sup>rd</sup> party solution. The overall CAPEX for a spend of this calibre was high and the pain of implementing such a large scale internal project was to prove too labour intensive in respect of the engineering and technical support outlay required.

Scaling this out, running the data centres and dealing with the change management was something **ATP** felt was best handled by a specialist and decided to rather

look at outsourcing to achieve and provide a better service and gain more flexibility around their service offering to their customers. During their research, they approached various companies for a suitable offering, seeking advice around leveraging a cloud-based environment to benefit from a managed service and enable them to layer best of breed technologies to deliver a first class solution.

This was not an easy process and very confusing! They looked at RackSpace, Amazon and Azure, but it was not until a contact in South Africa recommended ThinkGrid that the picture was made a lot clearer and the competition was narrowed down to a 'bake-off' between RackSpace and ThinkGrid.

DoSo was selected as the partner of choice to deliver the ThinkGrid solution as this relationship proved to be more personal and they understood the business costs, pulling out all the stops to make it happen. At the end of the day **ATP** preferred the small, boutique approach over the large corporate offering and as DoSo are London based it really made sense.

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# The Solution

***ATP's ability to provide a high end service to their customers who are investing large sums of money has driven them to a point where expansion is rapid and as such, is leading to challenges in management and scalability of their infrastructure to deal with this effectively.***

Rob Lovell, CEO of ThinkGrid, comments: "Having acquired extensive knowledge and experience of providing top-level hosted IT services over the years, we've developed an innovative platform that allows our Partners to coordinate and manage the needs of companies such as ATP in a fully scalable way. As their business grows, the services can be grown with them at the touch of a button. One the greatest strengths of our Partnership with DoSo is that we are capable of catering for a wide variety of requirements, providing a genuinely bespoke IT solution rather than 'one size fits all. Customers can pick and choose the services they need, and only pay for the resources they actually use. This is particularly helpful as it greatly reduces the burden of IT costs, which can present a considerable up-front investment as well as an on-going expense. Because our virtual infrastructure is part of our cloud computing model, additional resources are available at the touch of a button. Each virtual server has access to the full computing power of the grid, allowing customers to simply add or remove resources when they need them. "

Unlike dedicated servers, ThinkGrid's virtual servers offer grid computing features, allowing you to expand or shrink your CPU, RAM and storage on the fly - almost like having a super computer! Don't get trapped in a fixed specification, utilise real cloud computing to increase any resources at the touch of a button, as your site or application demands.

# The Result

More Personal  
Relationship

Responsive IT  
Support 24/7

Minimal  
Downtime

**"It has worked very well. Lucid on-going communication with all parties – Fantastic Job! "**

"There have been challenges on the way, however we have beaten each challenge and been kept informed of any issues as they have arisen. It has worked very well and there has been lucid communication with all parties – Fantastic Job"

Mr Lovell concludes: "The flexibility and cost efficiency of our cloud computing services is unrivalled, and through Partners such as DoSo, we are able to deliver the best support and satisfaction to customers, ensuring they are free to concentrate on their core activities."

## Contact

If you'd like to speak to ThinkGrid about our solutions or to talk to a partner please feel free to call us on [+44 \(0\) 20 3393 7320](tel:+442033937320) or email [sales@thinkgrid.com](mailto:sales@thinkgrid.com). Alternately, please see the website for more detail – [www.thinkgrid.co.uk](http://www.thinkgrid.co.uk)

