

FOURTH FLOOR REACHES A NEW LEVEL OF GROWTH WITH SERVERCHOICE'S FLEXIBLE COLOCATION

fourth floor –

INDUSTRY

IT and managed services

LOCATIONS

UK

SUMMARY

Fourth Floor Solutions was founded in 2011 and is an IT and managed service provider (MSP) based in Farringdon, Central London. It serves organisations predominantly in the architecture, construction, and design industries, including award-winning graphic designers and advertising agencies.

Fourth Floor provides organisations with specialist industry software applications for designing and planning projects, as well as the tools to manage, protect and store valuable digital data generated from the agencies work with clients.

CLIENT REQUIREMENTS

Fourth Floor Solutions specialises in providing architects, construction firms, graphic designers, advertising agencies and other creative organisations with end-to-end IT support. Its services include Internet connectivity, unified communications, specialist applications, data security services, software and hardware procurement, data storage, and backup.

As the company looked to provide more hosted services for its clients — particularly in the data storage and backup space — it went in search for a data centre provider that could provide flexible colocation services that prioritised uptime and security.

Fourth Floor also required scalable data capacity to serve the needs of customers as they grew, while also providing the space to allow it to test and develop new managed services.

“A number of the agencies we serve employ only a small number of people, yet the amount of data they generate is huge,” said Alexis Skeates, Director of Fourth Floor. “Due to the data-intensive nature of the IT applications, five staff at one agency might produce the same volume of digital data that 20, 30 or even 50 staff at another company could produce — all of which is business-critical and needs to be stored safely, securely and be backed up.”

Most of the data-intensive applications are run and accessed on-premises and not via the cloud, as the extremely large volumes of data makes it difficult to collaborate remotely. Despite this challenge, it's critical that all client information is backed up and accessible remotely to protect work in progress.

“ServerChoice supplies us with a high degree of flexibility to ensure we can continue to deliver market-leading services”

“Due to the increasing demand for data storage and backup, we made the decision to acquire new data centre capacity on behalf of our clients,” continued Alexis. “ServerChoice provided us with a resilient and cost-effective solution, which was a critical priority for the company. The ServerChoice solution also enabled us to plan for the future, safe in the knowledge that we had a highly flexible service. This meant we could grow to meet business demands without worrying about capacity.”



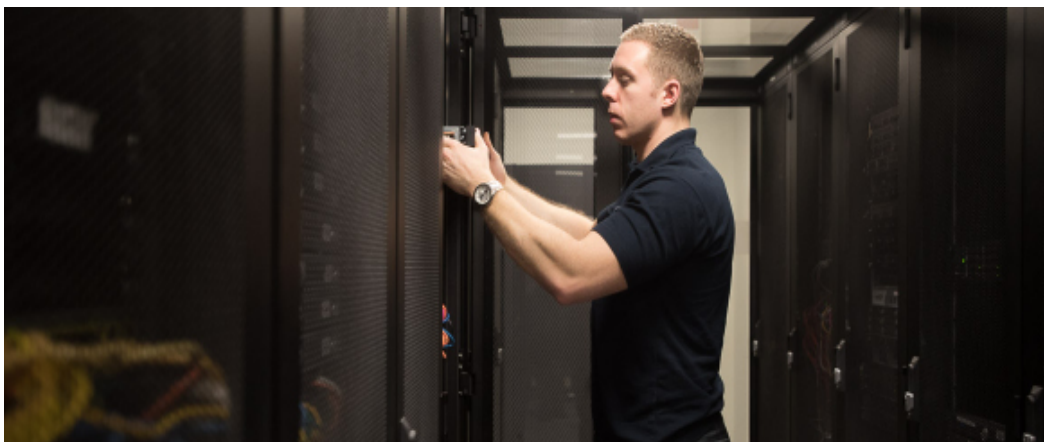
THE SERVERCHOICE SOLUTION

Fourth Floor first approached ServerChoice following a personal recommendation from a business associate, who mentioned that the company had a strong track record in supporting organisations on their growth journey from a number of secure and accessible data centre locations.

“ServerChoice offered us dedicated rack space, power and diverse connectivity at its world-class data centre in Harlow,” said Alexis. “The location is critical for our customers and provides us with a convenient and highly accessible location that’s also much lower risk than Central London facilities.”

“Customer service and continuity are crucial,” he continued. “Our customers need to be confident that they have access to data and applications whenever they need them, and that their business-critical IT works exactly as planned. ServerChoice makes it easy for us to provide that five-star service.”

Like all ServerChoice customers, Fourth Floor receives free remote hands as part of their contract, ensuring they have access to on-site expertise exactly when they require it. “I was impressed to see remote hands included as part of our service agreement”, continued Alexis. “If there is a hardware issue or another on-site requirement, ServerChoice takes care of it quickly and efficiently. The service has always been exceptional and saves us valuable time and resources.”



DEPLOYMENT

Fourth Floor customers will often adopt a specific service or application before it gains traction in the industry. As new technologies or services emerge, other clients will begin to request it, meaning that the ServerChoice solution needed to be highly flexible and responsive in helping Fourth Floor to scale and meet demand. The company’s popular data backup service is a perfect example.

“ServerChoice provided us with a resilient and cost-effective solution, enabling us to plan for the future, safe in the knowledge that we had a highly flexible service. This meant we could grow to meet business demands without worrying about capacity”

“Our clients’ data requirements can burst in short intervals, in direct response to their businesses demands and changing operations,” said Alexis. “With data capacity constantly fluctuating our customer needs are easily accommodated, and ServerChoice supplies us with a high degree of flexibility to ensure we can continue to deliver market-leading services.”

Cost is another key point, and Fourth Floor has continued to see positive price changes that make their backup and storage services more efficient and appealing to customers. The flexible and scalable nature of the ServerChoice contract also means Fourth Floor has no concerns about unexpected spikes in cost and can pass on savings to their customers.

The Covid-19 pandemic has also helped to drive demand for Fourth Floor’s backup service, as it delivers security and automated management of customers’ data. During the lockdown, service personnel at other organisations were unable to access offices or change backup tapes. With Fourth Floor’s solution powered by ServerChoice, the automated backup of customer data is a key selling point and demonstrates that Fourth Floor can offer real business continuity.

DELIVERING CUSTOMER SATISFACTION

Since moving to ServerChoice, Fourth Floor has doubled its colocation capacity and continues to grow. What has encouraged growth in the relationship are the flexible and scalable contracts offered by ServerChoice and the dedicated support, which ensures that customer requirements are quickly prioritised and addressed.

One particular customer case study at Fourth Floor illustrates how ServerChoice has helped deliver a more cost-effective and dynamic service for its end-users.



At the time, the end-user approached Fourth Floor frustrated with server issues and the costs of a hosted backup service they were receiving from another provider. Fourth Floor reappraised the requirement and helped the customer reduce costs while also gaining access to better services that would match their needs now and in the future. Thanks to ServerChoice's flexible, resilient and cost-effective data centre services, Fourth Floor are able to reduce their customer's on-going service payments by nearly ten times compared to previous providers.

"Our customers need to be confident that they have access to data and applications whenever they need them. ServerChoice makes it easy for us to provide that five-star service"

CUSTOMER RESULTS

- As a growing MSP, Fourth Floor gets the scalable and reliable colocation space it needs to facilitate its strong growth.
- Flexible contract terms and helpful additional data centre services deliver a value-packed service to Fourth Floor.
- ServerChoice's world-class data centre in the perfect location that's highly accessible but also secure and low risk.

CASE STUDY



BOOK YOUR TOUR OF A WORLD-CLASS DATA CENTRE

Talk to ServerChoice today about your data centre challenges and book a tour of our world-class facilities.

Find out more at:

 enquiries@serverchoice.com

 www.serverchoice.com

 01438 532 300

