

Case Study – Web Hosting

Itica lead the business and market assessment for the Web Hosting requirements for an existing client.

The Discover and Define stages of the Itica process were used to ensure the client established a Web Hosting provider who would meet their current and future needs.

Benefits Delivered

- > Business requirements established
- > Web Hosting providers assessed
- > Web Hosting providers prioritised
- > Options summarised

Situation

Our Client is a Premier Publishing Business with clear market leadership in it's field. The business has been through a period of substantial change and is moving rapidly from being a traditional print based business to a multi media business with a heavy reliance on technology and particularly on their web site.

The Client launched a new web site and experienced difficulties with the web infrastructure from the current Web Hosting provider.

Itica was engaged to assess the options available for hosting the Web site with an alternative supplier.

The Client wanted to understand the best the market can offer for Web Hosting and to establish a prioritised list of potential suppliers that could best meet their current and future needs.

The assignment used the Discover and Define stages of the Itica Process.

Discover stage

The Discover Stage involved Itica interviewing the Web Director, the Head of IT and key business stakeholders to establish the business and service requirements and the current status of the services.

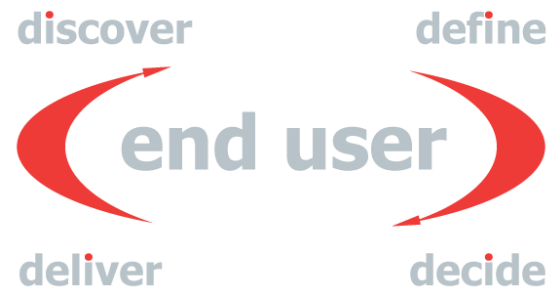
The key drivers were established as:

- > Innovation
- > More agility
- > More resilience
- > Focus on customer needs

The results of the Discover stage were presented to the Client and approval was given to move to the Define stage.

The Itica Process

- > **Discover**
Document the business drivers, risks and the service, organisation and cultural contexts.
- > **Define**
Agree the business, service, commercial and governance criteria to be met.
- > **Decide**
Select the best solution and supplier.
- > **Deliver**
Transition and monitor performance.



Business requirements

- > Deliver a platform to enable innovation
- > Flexible to allow for business variations
- > Scalable to enable future growth
- > Resilient to meet recovery targets
- > Deliver benefit to Customers



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Define stage

Itica assessed the global market for Web Hosting services and established a list of "the best" ten suppliers. The suppliers were selected on the basis of their reputation and ability to provide the services required.

Each supplier was approached and their interest in potentially providing service to our Client was established. As a result of this supplier qualification process, only five of the suppliers were willing to consider providing the service.

Itica created a Request for Information (RFI) and this was provided to five suppliers; IBM, Rackspace, Savvis, SunGard and Terremark.

The RFI requested the suppliers to provide information the following areas:

- > Governance
- > Assurance
- > Service
- > Commercial
- > Quality
- > Innovation

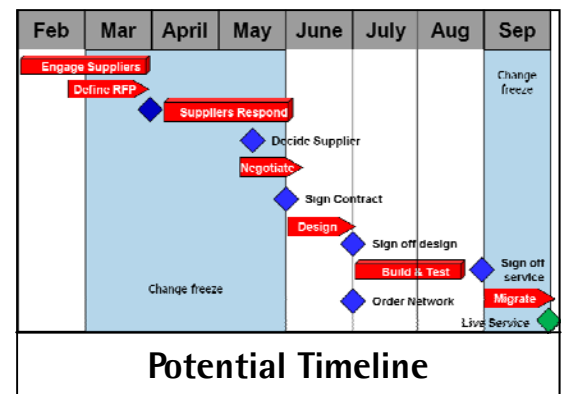
The suppliers provided a formal response to the RFI which was scored by the evaluation team against a set of pre-agreed criteria. The suppliers were then invited to present their responses. The presentations were also scored by the evaluation team.

Itica consolidated all of the information and presented the Client with a report containing a prioritised list of suppliers who could best meet their requirements.

Also included in the report were recommendations on the timing, cost and process to be adopted when changing to a new Web Hosting provider.

Web Hosting providers considered

- > AT&T
- > HP/EDS
- > Level 3
- > Savvis
- > Terremark
- > CSC
- > IBM
- > Rackspace
- > SunGard
- > Verizon



Outcome

The Client understood the capabilities of "the best" Web Hosting providers and was also aware of technology changes which are driving "utility" computing and how these could be utilised for business advantage.

From this the Client developed a strategy for Web Hosting that would meet their current and future needs.