

## Improved Business Agility with No Additional Cost

OCSL  hp

PROLOG

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Phil Rice,  
Technical Services Manager, Prolog



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**Costs stay the same as Prolog becomes a more agile business.**

Sudbury-based Prolog is the UK's leading independently owned marketing services, support and communications company, employing around a thousand staff at modern warehouses and contact centres in several parts of the country. Prolog services include fulfilment, distribution, mailing, consultancy, creative realisation and much more. These services are delivered to clients such as BMI, Carlsberg, the Department of Health, the Home Office, the RAC and Tiscali. They are underpinned by more than a million square feet of modern production and distribution facilities, and by a best-of-breed information architecture.

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Flexibility and agility are important to Prolog's business because seasonal factors, combined with the possibility of winning a major outsourcing contract at any time, can lead to sudden changes in the volume of work. It is important that the performance and capacity of the IT infrastructure are sufficient to support this growth, though at the same time the company needs to keep tight control of its costs. Recently, Prolog embarked on an infrastructure project designed to keep pace with its changing needs in this area.

***"Every time we produce a new three-year plan, we upgrade our server and storage architecture in line with our growth forecasts," said Phil Rice, Technical Services Manager. "On this occasion, the need was particularly urgent because data volumes are increasing steeply at the moment as the business expands."***

**Enhanced solution.**

As a long-standing and satisfied user of HP systems, Prolog wanted to upgrade rather than completely replace its architecture. It now sought a partner to upgrade the core server infrastructure to a higher specification and expand the existing storage area network (SAN). After contacting several potential suppliers, Prolog chose OCSL.

***“Although we had never worked with OCSL before, we were immediately impressed by the fact that its people not only had excellent technical knowledge but were also able to discuss the broader picture,” explained Rice. “OCSL listened to our plans and then came up with its own ideas in areas such as sizing and resilience. These ideas led to a much better solution than the one we originally envisaged.”***

OCSL provided Prolog with a complete solution, including design, build, test, installation, configuration, and skills transfer. They supplied HP 9000 rp4410-2s and HP 9000 rp3440-4 servers. One of the servers is a development server and the others form two HP Serviceguard clusters located at Sudbury and Nottingham. At the same time, the storage capacity of Prolog’s HP StorageWorks EVA 5000 system was expanded. Other elements of the solution include HP Storage Data Protector for backup.

***“This was a highly successful implementation project,”*** said Rice. ***“OCSL’s technical consultants had a highly professional approach to service delivery and worked very closely with HP throughout to ensure a well-managed solution.”***

#### **High satisfaction.**

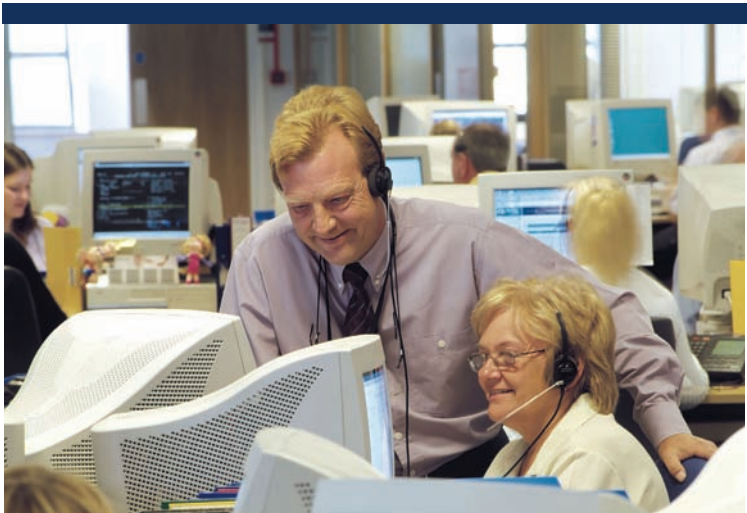
According to Rice, the upgraded infrastructure provides Prolog with the all-important flexibility and agility needed to support the rapid acquisition of new business in the short term as well as taking care of the company’s growth requirements over the next three years. Storage capacity alone has increased by 150%.

***“Thanks to OCSL, we have achieved an improvement of 141% in systems performance, plus a two fold increase in application processing performance and gained capacity for future growth – all without any increase in costs.”*** commented Rice

Remarkably, Prolog has been able to take advantage of the solution without increasing its costs. Cost savings came about because OCSL carefully sized the replacement servers and procured them through the HP Renew programme, as well as providing a competitive support offering tailored closely to Prolog’s business needs. Alternative approaches to achieving comparable performance levels would probably have cost at least £60,000 to implement.

After implementing the solution from OCSL, Prolog measured the efficiency rates in our contact centre. Productivity in processing an order through the centre has a positive impact on the profitability of our business. When we compared productivity before we had the HP solution in place compared with afterwards, we have seen an increase of 10-15%” said Rice. "This means our company can process more orders with the same number of operators and we have capacity for growth built in. On the IT side, our batch processing has seen a 33-50% increase over the same period. The new infrastructure will also provide better support for web-based solutions, which are increasingly being requested by Prolog customers.

The high level of satisfaction with the current project is reflected in the fact that Prolog has now selected to work with OCSL on an upgrade of its network using HP Procurve technology. In addition, discussions are in progress about the possibility of working together to enhance Prolog’s business continuity strategy.



## Why partner with OCSL

OCSL are a high end Technology Solutions company. We differentiate ourselves through our expertise in providing Technology Solutions to Business Issues. We supply to companies who care about their IT, who value their data and see it as critical to the business and who want a supplier with in-depth knowledge and resources who can prove ROI.

From our Support Sales Team to our Technical Consultants, it is the quality of our people and the level of the accreditations they hold that makes us the company we are.

## Accreditations

OCSL are a top HP Preferred Partner 2007 and have been awarded Fastest Growing Preferred Partner in Europe.

HP Accreditations:

**HP StorageWorks Solutions Specialist**

**HP Data Centre Solutions Specialist**

**HP Computing Systems Specialist**

**HP High Performance Computing Specialist**

**HP Services Specialist (ABSP & ASMP)**

Other Accreditations:

**Microsoft Certified Partner**

**VMWare Enterprise VIP Partner and VAC**

**(Consulting Partner)**

**Symantec Gold Partner**

**(Enterprise Vault Accredited)**

**Red Hat Advanced Partner (Linux)**

**Oracle Certified Partner**

## What to do next

We'd welcome an opportunity to show how OCSL's Technology Solutions have helped our customers Increase Profitability, Reduce Risk, Improve Business Agility and Lower Costs. We'd welcome the opportunity to be benchmarked against your current suppliers because we know OCSL can offer you smarter alternatives.

**Simply contact OCSL on 0845 605 2100, email [info@ocsl.co.uk](mailto:info@ocsl.co.uk) or visit the website at [www.ocsl.co.uk](http://www.ocsl.co.uk)**

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