

# Case study

## ‘I Know IT’ Grows Business With Robust And Scalable Cloud Infrastructure That Supports Its Managed Service Expertise

»Fujitsu’s reliable infrastructure and excellent vendor support has allowed us to deliver scalable and secure cloud environments to our existing clients. Plus enable expansion into the demanding 24 hour document security and process handling needs of the Legal market.«

James Vickery, CEO, I Know IT, Australia



### The customer

After more than eleven years, I Know IT, headquartered in the Sydney suburb of Balmain, has built up a thriving IT Services business. Their dedicated team of qualified IT Specialists provide support across a range of IT Infrastructures and industries including Legal, Accounting, and Logistics. With a focus on maintaining expert knowledge of the IT industry, and communicating clearly with their clients, they have built a reputation as a dependable, reliable and innovative IT Services provider.

I Know IT has also developed specialist expertise in the needs and functions of legal companies. Here secure document storage, and 24/7 access to data and practice management applications are seen as essential to meet the practice needs of solicitors and their legal assistants.

### The customer

Customer: I Know IT, a group of IT Specialists with high expertise in both corporate and SME networks.

Country: Australia

Industry: IT Solution/Services

Address: 93/24 Buchanan Street, Balmain NSW 2041, Australia

Website: [www.iknowit.com.au](http://www.iknowit.com.au)



### The challenge

In recent years increased demand for flexibility, scalability and easy accessibility of data, coupled with reluctance for business to spend money up front on IT infrastructure, has seen a move away from traditional on premise server installations, towards hybrid solutions incorporating the cloud.

While there is potential for significant advantages to businesses in moving towards these types of solutions, it is important to consider the implications on IT Security, Disaster Recovery, and Application performance. Public cloud offerings, while competitively priced, are often found lacking in these key areas.

Proactive in their approach to service delivery, I Know IT recognised the need to build a secure, reliable and high performance Cloud service capability. This would allow them to better meet demands for easier capacity and performance expansion, as well as enable ‘in-Australia’ private or hybrid Cloud infrastructure solutions.

In developing their Legal business over the last two years the requirements of disaster recovery and the use of Exchange mail services across private and hybrid cloud environments had also been explored in depth. A number of key components had become clear.

### The challenge

To build a successful service platform based on a unified infrastructure, high levels of platform reliability, robust virtualization, high levels of data security and data sovereignty, excellent support, plus a reliable vendor relationship

### The solution

A unified Cloud infrastructure based on Fujitsu PRIMERGY servers, ETERNUS storage systems and the virtualization engine VMware. Microsoft Exchange services and other line of business applications were implemented in the private cloud environment while other services are provided via hybrid links to public cloud services.

### The benefit

- The new Cloud environment provides scalability and flexibility in IT service business expansion in the Legal and other markets.
- Creates a seamless infrastructure for each business client.
- Enables a robust and more tailored business safety net not provided in public clouds.

### Products and services

- Fujitsu PRIMERGY RX200 Servers.
- Fujitsu ETERNUS DX90 storage systems
- VMware
- Microsoft Exchange

They realised that to build a successful service platform they would need: a unified infrastructure, high levels of platform reliability, robust virtualization, high levels of data security and data sovereignty, excellent support, plus a vendor relationship they could rely on.

### The solution

After detailed consideration, it was clear to the I Know IT team that public cloud services would not provide the necessary data, and transaction security and sovereignty, needed by their clients, particularly those in the legal industry. While some general functions could be handled via public clouds, Legal email, and document management would require a private cloud implementation with effective disaster recovery processes under local control.

As a result I Know IT chose to use a unified Cloud infrastructure based on Fujitsu PRIMERGY servers and ETERNUS storage systems. They also selected VMware as the virtualization engine as that would provide robust resource segmentation and service separation for individual clients. On top of this they could then implement Microsoft Exchange services and other line of business applications in their private cloud environment as well as provide other services, needing less security, via hybrid links to public cloud services.

### The benefit

Put simply in James Vickery's words, "It works." But more than that, the new Cloud environment in particular is allowing I Know IT to expand their services in the Legal market, by 20-30% year on year.

The implementation has created a seamless infrastructure for each business client. It allows easy capacity and performance expansion as well as data scalability. Plus it enables a business safety net not provided in public clouds.

With lawyers and paralegals charging client support time on an hourly basis, it is essential that all time is spent productively. System downtime and lack of access to documentation is a serious and costly problem. The flexibility of the new cloud system means downtime has been reduced, leading to greater efficiency in the provision of legal services.

The cloud infrastructure linked to Citrix client desktops is also allowing I Know IT to offer more comprehensive and competitively priced

managed services than ever before. The Cloud Infrastructure can also be easily expanded as new customers come on board; just by adding further PRIMERGY servers and ETERNUS disk storage systems.

This easy expansion capability is also allowing I Know IT to more easily address the needs of bigger clients. This is letting them move up from up to 50 seat organizations to up to 100 seats and beyond.

### Conclusion

Robust private cloud infrastructure needs highly reliable IT infrastructure. Based on the same PRIMERGY and ETERNUS technology used in hundreds of Fujitsu data and Cloud centres worldwide, I Know IT is able to provide a full private cloud and hybrid cloud managed service environment to their customers.

In addition it lets I Know IT further its reputation for implementing clever strategies using cutting-edge technologies to increase staff productivity, manage clients effectively, reach a wider market, and ultimately stay ahead of the game.

Just as I Know IT treats its clients as partners to ensure they know how well the end clients business is performing; Fujitsu Australia is partnering with I Know IT to ensure they have the best infrastructure implementations for success - today and tomorrow.

### About Fujitsu Australia and New Zealand

Fujitsu Australia and New Zealand is a leading service provider of business, information technology and communications solutions. As the third largest ICT Company in the Australian and New Zealand marketplace, we partner with our customers to consult, design, build, operate and support business solutions. From strategic consulting to application and infrastructure solutions and services, Fujitsu Australia and New Zealand have earned a reputation as the single supplier of choice for leading corporate and government organisations. Fujitsu Australia Limited and Fujitsu New Zealand Limited are wholly owned subsidiaries of Fujitsu Limited (TSE: 6702).

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In collaboration with



### Contact

FUJITSU Australia Limited  
Address: 2 Julius Avenue, North Ryde, NSW 2113, Australia  
Phone: 02- 9776 4709  
Email: Servers&Storage@au.fujitsu.com  
Website: www.fujitsu.com/au  
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