

Cash Converters UK

High-street retailer improves business continuity

Cash Converters UK used Synextra's Managed DRaaS to increase security, resiliency and accessibility of business-critical data.

Challenge

Cash Converters, the well-known high street retailer and credit lender, is the UK arm of Cash Converters International. Launching its first UK store in 1991, they are an established and highly-recognisable brand on UK high streets with over 197 stores.

It had been identified by the Cash Converters team that whilst their on-site hosting solutions were protected against data loss through off-site backups, the business wanted to protect against in-house data centre faults (such as hardware failures or power loss) without the large capital spend of buying additional hardware and deploying it at another site.

The new solution had to integrate into their existing systems as well as reducing the burden backups were causing on the network, whilst the company was undergoing a digital transformation process en route to the cloud.

Solution

"We looked at changing to an on-premise tape backup solution, using an external company to come manage, change and store the tape backups. This had massive cost implications," says Jason Cartledge, IT systems manager for Cash Converters UK. "However, tape backups did not protect our business against single points of failure or deliver the RPOs and RTOs we required."

After completing a thorough infrastructure audit and establishing a clear cloud strategy with Cash Converters, Synextra integrated their Managed DRaaS solution into the retailer's IT systems.

This means that all critical servers are now securely backed up off-site to one of Synextra's UK, ISO-27001 data centres, whilst also utilising a private, direct connection between Cash Converters' network and Synextra's to stop data from unnecessarily traversing the public Internet and increasing data security.

Executive Summary

Challenge:

- On-site hosting for servers
- Legacy off-site backup solution
- Reduce strain on servers and network
- Wanted to increase RPOs and RTOs
- Starting cloud transformation journey

Solution:

- Disaster Recovery-as-a-Service
- DRaaS management

Results:

- Lowered capital expense
- Increased RPOs and RTOs
- Successful GDPR audit
- Increased data protection

With data now stored in the cloud on Synextra's DRaaS platform, data retrieval becomes a much simpler and more efficient process. Rather than encumbering Cash Converters' network with large data transfers and increasing load on their servers by spinning up virtual instances, everything is now handled on Synextra's own enterprise cloud servers.

This has helped Cash Converters greatly reduce their Recovery Time Objectives (RTO) and Recovery Point Objectives (RPO), thanks to private connections between Cash Converters' sites and Synextra's private cloud infrastructure.

Results

Added Expertise

By partnering closely with Synextra, Cash Converters can leverage the leading-cloud provider's extensive knowledge to help optimise their IT requirements and guide them on their journey to cloud.

"The fact that we were able to lean on the team's service and technical expertise was out of this world... The expertise was always there to help," adds Cartledge.

Lower Capital Expense

Cash Converters were looking at a large capital spend to update their infrastructure and systems. Synextra's Managed DRaaS harnesses the power of the cloud to deliver a cost-effective alternative, that allows them to convert a large capital spend into predictable monthly costs.

"...in terms of the operating costs, on-going costs, etc, the cloud DRaaS is head and shoulders a more cost-effective solution," Cartledge says.

GDPR-ready

"When we had an external GDPR review by a third party, they were most happy with Synextra's approach; how the company works in terms of accreditations such as ISO and their answers to reviewer's questions," says Cartledge. "The fact that we had a 3rd party come in and gave a green light to everything we had set up with Synextra, from the network to how everything is secured, was testament to our working relationship."

The Next Steps

As Cash Converters continue their journey to cloud, Synextra are working closely with the high street retailer to ensure they remain at the forefront of their market and continue to innovate without restriction from IT.

"Our future here, within IT, is the cloud. Synextra will be hosting our Infrastructure, with IaaS and we're looking to move to POD, once we pass the threshold where it makes financial sense," Cartledge concludes. "Without a shadow of a doubt, our focus is the cloud and there's no better partner, I believe, than Synextra."

"Peace of mind is one of them unsung things. You never release how nice it is that you don't have to worry about something, until you don't have to worry about it... In terms of peace of mind, Synextra's DRaaS has been priceless."

Jason Cartledge, IT Systems Manager, Cash Converters UK

About Synextra

Aligning IT with business objectives, Synextra help solve your IT challenges and guide you on your journey to cloud.

Synextra are cloud agnostic, blending public, private and hybrid cloud platforms to deliver multi-cloud solutions that offer the perfect cost-to-performance balance for enterprises. Synextra empowers customers to focus on business innovation instead of purchasing and managing infrastructure.

For more information, go to www.synextra.co.uk

SYNEXTRA™

The Old Rectory
Rectory Lane
Winwick
Warrington
WA2 8LE

+44 0161 883 1383
sales@synextra.co.uk
www.synextra.co.uk