

EXECUTIVE SUMMARY

Customer name: dotmailer

Location: London, Europe, US and Australia.

Industry: Email marketing

Challenge:

Segregating production and corporate/internal networks. Data centre for next generation Azure hybrid infrastructure.

Solution:

Architecture review resulting in redesign and replacement of core network devices and a complete network overhaul with Cisco best of breed.

Results:

Migration to a hybrid cloud model, streamlined scalability process, platform is quicker and more stable, enabling faster email delivery. Global expansion of architecture.

THE CHALLENGE

dotmailer's network segregation plans had been sat idle for months, so unpicking a network that had 'organically' grown since the conception of dotmailer 15 years ago was a sizeable challenge for a network solutions provider to take on. dotmailer also wanted to investigate options for connecting their regional sending nodes to their EU and US regions. The challenge was complex and dotmailer chose GGR because of their unique professionalism, and how quickly and efficiently they could handle the task.



THE SOLUTION

GGR engineers segregated the production and corporate/internal networks. This included replacement of core network devices and a complete network overhaul with best of breed Cisco high performance ASAs/ASRs and Switches. GGR have also been instrumental in assisting with the network design of dotmailer's regional sending nodes and data centres and how they connect up to their EU and US regions, which now utilise Azure's integrated cloud services.

THE RESULT

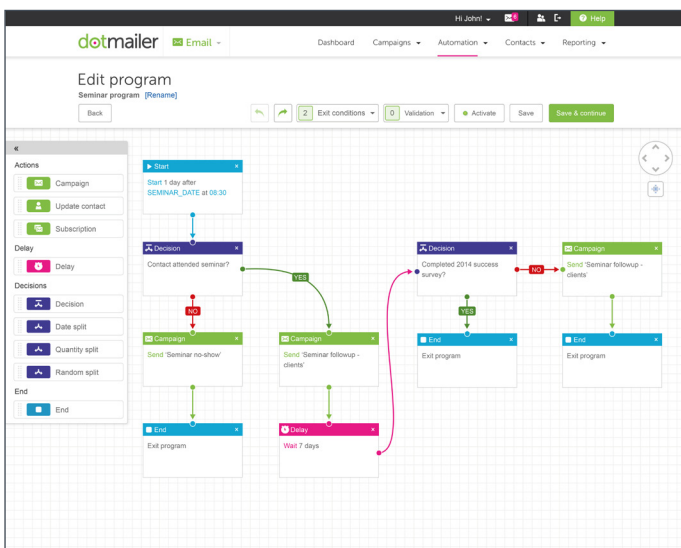
With customers that are household names like ScrewFix, Fred Perry, Barbour and Converse, dotmailer could not afford to stop their services to facilitate the migration. dotmailer's network was seamlessly segregated, enabling them to migrate to a hybrid cloud model utilising Azure. GGR worked closely with dotmailer to ensure the data centres are resilient and fully integrated with Azure, meaning they are accessible worldwide, boosting flexibility and efficiency.

“dotmailer is a leading marketing automation platform with email at its core. Our mission is to empower marketers with the tools that make it easy to get dramatic results, every time. With over 80,000 users in 150 countries worldwide, it was critical that there was minimal disruption and downtime. Unpicking a network which has ‘organically’ grown since the conception of dotmailer nearly 15 years ago was a challenge in itself. However GGR took this in their stride working with engineers from dotmailer to move very quickly and efficiently with the task in hand.”

**Jason Sanchania -
Service Operations Manager,
dotmailer**

BENEFITS

- Streamlined network segregation, increasing speed and improving efficiency.
- Minimal disruption and downtime due to collaborative working.
- Future-proof infrastructure for planned growth.
- New resilient EU and US region data centre infrastructure.
- Scalable to future data centres globally.
- Azure integration and connectivity.



dotmailer's automation Program Builder

01905 825900
www.ggr.net
sales@ggr.net