Private Hosting Services for - ICCM

ICCM Solutions selected BrightCloud ahead of Amazon and Azure for first outsourced customer hosting project.

BrightCloud outperformed on the three vital selection criteria; service, performance and price.

ICCM Solutions is an independent software vendor (ISV) providing ITIL aligned IT management services, help desk applications and BPM tools to major customer facing organisations around the world.

In the UK, these include Tesco, Microsoft, BBC Worldwide, British Transport Police, Telenor and Qualcomm.

ICCM's core objective is to provide revolutionary software and superior services to organisations aspiring to Best Practice Service Management. Being mission critical, it is vital that these applications are always available to users.
The only way to do this is to store them in and power them from the highest performing, most resilient hosting environment there is.

BrightCloud identified by ICCM as the highest performing, most resilient hosting platform for its first outsourced hosting customer

BrightCloud was initially brought in by ICCM to host its IT Service Management application for a new customer, a major mobile telecoms provider. This customer required an ITIL aligned service desk application. As the norm, an ICCM solution is deployed to hundreds of users and managed by ICCM.

For this new customer there would not only be a user population of thousands, but three support companies collaborating to provide the IT management and helpdesk support too and from multiple locations – a significant hosting challenge.

Thorough hosting partner selection process

This was the first time that ICCM had needed to outsource the hosting of an application delivered over its Assure application delivery platform. Not only was this a new approach, the new customer was extremely high profile and there was no margin at all for trial and error.

BrightCloud was one of a number of cloud based, pay-as-you-go private and public hosting partners invited to tender for the project. The list included the high profile Amazon and Azure hosting services.

10 years experience

The BrightCloud team was not daunted, but instead buoyed by its 10 year reputation for delivering highly resilient and secure hosting services to banks, retailers, local government and NHS departments, amongst other customer facing organisations.

This experience was demonstrated and picked up on by ICCM and its customer during the successful deployment of a test and demo environment.

Test environment proved short and long-term performance, resilience, security & compliance capabilities

The test environment delivered by BrightCloud included a comprehensive performance monitoring package, providing the end customer with the visibility to see the performance they would receive from a live system and the effects if capacity was expanded.

Both ICCM and its customer were impressed and confident that the hosting platform would enable the IT teams to meet all service SLAs and also that the resilience of the hosting environment would ensure that all compliance requirements are met.

The customer and ICCM were also impressed by the BrightCloud team's credentials and the demonstration of their strategic application hosting partner abilities during the trial.

This open partnership approach set BrightCloud above Azure and Amazon. Coupled with its customer focus and the outstanding performance of the hosted SQL servers, BrightCloud secured the contract.

"We needed to be confident that we were recommending the best hosting option to our customer. We were very impressed by the SQL server performance achieved by BrightCloud for our first cloud hosted customer.

BrightCloud beat Azure and Amazon as a hosting partner on the three vital selection criteria; service, performance and price, so really, it was an easy decision to make in the end. Moving forward, BrightCloud has proved to be a great supplier to work with. The team is proactive, professional and helpful."

Jason Gardiner, technical director of ICC:

Citrix NetScalers for guaranteed end-user satisfaction

Multiple connections into the hosted application from a large number of sites meant that a secure gateway and performance load balancing were essential.

To achieve the required level of performance and security to guarantee the availability of the mission critical application, several Citrix Netscalers, the world's most advanced application delivery controller as recognised in the Gartner ADC Magic Quadrant, were deployed.

However, the matchless visibility achieved in this platform is only accomplished by combining the technological superiority of the Citrix NetScalers with the expert management skills of the BrightCloud team.

"This was not a simple project in terms of scope or expectation. Thousands of engineers are now reliant on the availability of ICCM's mission critical IT Service Management application. They need access from any site, in any country, around the clock. There's no option for error, failure or downtime."

Duncan Little, co-founder and managing director of BrightCloud

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