



CASE STUDY



THE DIGITAL ERA IS DOMINATING BUSINESS DECISIONS AND IS TRANSFORMING THE WAYS WE INTERACT WITH TECHNOLOGY. THIS IS BEING LED THROUGH THE EVER-CHANGING LANDSCAPE OF CUSTOMER DEMANDS. THE DATA CENTRE NOW PLAYS THE MOST IMPORTANT ROLE; DELIVERING TOTAL UPTIME AND AVAILABILITY TO TENANTS TO SUPPORT THEIR MISSION CRITICAL SERVICES, FROM VIRTUAL INFRASTRUCTURE TO CLOUD, HYBRID AND PHYSICAL COLOCATION DEPLOYMENTS.

INTRODUCTION

LDeX is a mature and well recognised provider of colocation, network connectivity and streaming media service in the UK. The high level of service provided by LDeX in order to build trust, form strong relationships and to ultimately deliver the best customer experience is now of paramount importance to our customers. LDeX commits to delivering peace of mind and dependability alongside our services.

LDeX has strived to become a successful and trusted provider of Data Centre and connectivity services in Manchester & London through creating a company ethos that allows customers to feel appreciated and important. LDeX has worked hard to balance excellent customer service, staff retention and a culture that nurtures from within. This approach assists all LDeX clients in fulfilling their primary requirements for a reliable colocation provider that listens to what is important. LDeX's customers rely on us wholly to deliver a strong service with round-the-clock power and connectivity uptime.

LIMA, established in 1997 by Manchester-based entrepreneur and founding director Lisa Thornton, have been a customer of LDeX since 2016. They are a provider of leading managed IT services ranging from secure cloud platforms to data management and BaaS solutions. The company have produced significant growth due to their talented and highly skilled team. Due to the nature of their services, LIMA rely on the data centres they utilise in order to deliver the slick and reliable service their customers are used to.

LOCATION IS KEY

Manchester is fast becoming one of the most connected and sort-after cities in the UK to host infrastructure. It has become the powerhouse of the North and LIMA are part of this extraordinary transformation; offering their portfolio of critical IT Infrastructure solutions to meet the ever-changing requirements of their customers.

Lisa, LIMA's CEO, and her team take great pride in offering a unique approach with their clients, through a simplistic methodology, developed in-house. LIMA take time to explore every corner of their clients' businesses prior to implementing a strategy in order to design the most efficient tailored solution. They're passionate about achieving the most innovative solutions for their clients.

Although LIMA provide their services nationally, as a business with their origins and HQ based in the Media City area of Salford Quays, they naturally have a strong portfolio of clients in the local region. Due to this, LIMA have traditionally hosted their infrastructure in Manchester, to allow them total network resilience whilst maintaining complete control over the services they provide. Following a rapid period of growth, LIMA were prompted towards the search for a new data centre partner to extend their colocation footprint in Manchester and to also acquire a secondary deployment in London for diversity. LIMA were referred to LDeX by a client who had experience working with us.

LIMA'S METHODOLOGY

LIMA developed their 4-corner methodology that resonates within their company ethos. LIMA 'Learn, Implement, Manage and Assess' as part of a robust approach towards matching their client's business objectives. By exploring the 'why', LIMA will spend time in getting to understand their clients, their people, their culture and existing & future challenges that allows them to compile a solution that best meets their needs.

The team at LIMA encourage conversations around their clients' purpose and beliefs, as well as acquiring a deep understanding into the ways they work. LIMA get to know their clients, encouraging a real synergy to assist in building a future-proof relationship. LIMA build up a picture of how their clients think, act and communicate in response to their IT productivity challenges, enabling them to implement the most suitable offerings. Managing and assessing the customers' solutions are essential to achieving the ongoing needs of some of the biggest names in both public and private sectors.



OPPORTUNITY MEETS INNOVATIVE PARTNERING

In order to continue delivering on LIMA's strong reputation, the choices of their suppliers are of key importance. LIMA's success is therefore coupled with their relationship with their Data Centre partner. They needed a provider that offers the ultimate hosting environment, resilient critical infrastructure and peace of mind. LIMA embarked on a journey to select a new Data Centre provider in Manchester in 2016. LIMA wanted a partner that could provide reassurance, a dedicated approach and had the very best awareness and knowledge of maintaining critical infrastructure within the data centre facilities.

After a diligent process, LIMA selected the LDeX Group to provide a bespoke caged environment at both their London (LDeX1) & Manchester (LDeX2) facilities with dedicated connectivity between the DCs and a multi-homed low latency IP Transit solution spanning both sites. This enabled LIMA to not only move towards a provider they could trust to deliver power resilience, but one that could also deliver colocation environments in two highly connected geographically diverse locations, both dedicated to achieving unrivalled uptime. LIMA required a partner who could support their forecasted growth, by providing strategic options to increase the available colocation footprint in their cages.

LDeX are experts at designing commercially and logistically flexible options to support our clients' growth strategies. Rest assured by working with LDeX there is always clear scope for expansion.

LDeX offer LIMA 2N uninterruptible power supplies and dual fed power to all racks, backed up by resilient diesel generator configuration to deliver the highest levels of availability. LDeX were also in a strong position from a network service perspective, providing LIMA high capacity and resilient connectivity between LDeX1 & LDeX2, through LDeX Connects extensive core network that spans 7 key locations over the UK to offer diversely routed connectivity.

LDeX- THE PARTNER OF CHOICE

Choosing the perfect level of service is often the biggest challenge for many companies. LIMA were impressed by the personable and dedicated approach offered by LDeX to design an environment they could grow within. LDeX took time to understand what LIMA required in the long term regarding their colocation strategy. The knowledge of the power and cooling infrastructure that LDeX have is important to LIMA, cementing peace of mind in their ability to guarantee performance within the facilities. LDeX's ability to react quickly to questions gave LIMA confidence in our experience, innovation and knowledge. Through a series of meetings, LDeX explained the thought and execution behind the infrastructure, the testing and infrastructure maintenance to deliver 100% uptime. The caged environments within both LDeX facilities offered LIMA flexibility and the potential to future proof their growing estate. Collaboration is important to LIMA, working with a provider who can provide resource to help accomplish mutual goals.

Due to the nature of LIMA's business, security was of paramount importance in their selection process. LDeX's approach to security utilises a tiered approach of technical and physical layers, protecting the facility with perimeter fencing, virtual tripwires, proximity readers, tailgated mantraps and full external and internal CCTV. In addition to this, LDeX offers a positive and hassle-free customer experience in regards to raising access, data centre tickets and smart hands. LIMA wanted to be able to get remote hands tasks acknowledged and actioned quickly, using LDeX engineers as an extension of their own technical workforce. LDeX provides direct access to engineers they can rely on, available around the clock 24x7.

Overall, LIMA's decision-making was based on LDeX's ability to meet their pre-requisites including reliability, security, connectivity and customer experience. The on-site infrastructure has been meticulously designed by LDeX for exceptional resilience throughout, giving clients great confidence in service levels. LDeX data centres have become one of the most dependable options available to clients.

NEW CLIENT OPPORTUNITIES

With over 30 years' experience within the Data Centre and network sectors, LDeX has become a very well respected and trusted brand, offering clients mission critical Manchester and London hosting locations. LDeX's ability to provide a track record of uptime at its facilities, resilient critical infrastructure design, customer-facing portals for power and temperature management and low latency global connectivity solutions enables its key brands to deliver outstanding results. The management team are forward thinking and are committed to delivering on the outstanding customer focussed culture that has been created over the years. The well-established team has successfully doubled year on year growth in both revenues and EBITDA, working on a 100% uptime focus to achieve service excellence.

Innovation is something that is important to both LDeX & LIMA and this adaptability will continue to create a strong and mutually rewarding relationship. LDeX is waiting to hear from clients that this story resonates with and who want to work with a more reliable, flexible and personable data centre partner that is renowned for the strong level of service offered .

“LIMA enforces very high standards across all aspects of its business and we were confident from the outset that we could provide a tailored solution to mirror this.”

“Our dedicated team allows us to offer a bespoke service to each customer and LIMA were no exception, while our security measures and consistent uptime mean that LIMA can rely on us to keep all data safe.

“Following the expansion of both our London and Manchester sites, our clients have even more flexibility to grow with us, and we're looking forward to supporting LIMA's current operations and future expansion.”

Mark Sedgley, Group Sales Manager of LDeX

“Partnering with LDeX Group has been extremely beneficial for us. We work closely with the team, who understand our priorities, ambitions and needs.”

“Scalability and security were essential factors in our choice of data centre partner and this new partnership means that we don't need to worry about either of these issues. Simply, LDeX offers everything we need and more.”

Lisa Thornton, CEO of LIMA



Lima

lima.co.uk

KEY BENEFITS FOR LIMA

- Significant director-level experience building, running and maintaining industry-leading data centres
- Clear demonstration and intricate understanding of core power and cooling infrastructure
- Data centres in two main connectivity hubs in the UK
- Highly connected facilities boasting over 10 Tier 1 and 2 Internet Service Providers
- Ability to support bespoke connectivity requirements through LDeX Connect and fully managed pro-active NOC
- Ease of doing business from start to finish
- Dedicated and reliable support function

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