

## Web hosting company's customer support centre digitally transformed in 7 days with Insight

When an international web hosting company acquired a business in Bulgaria, it found that the IT equipment at the site did not meet its global standards.

The company needed to dispose of the old devices (and manage the associated data risk) and quickly install new equipment so that staff could focus on supporting its customers. To make things more challenging, the move took place over a seasonal holiday.

Insight managed the whole process, installing desktops, laptops and plasma TVs within the space of a week.

### **The Challenge**

A company that helps small businesses create and develop their online presence was experiencing a rapid increase in demand for its services.

To respond to the surge in business, the company needed an additional resource to help manage its customer support in the EMEA region, and a new acquisition in Bulgaria fitted the bill.

However, the Bulgarian site was equipped with old machines from a mix of brands, and the company urgently needed to refresh the equipment to meet its global standards.

As there was confidential end-user data on the old devices, they had to be disposed of safely.



### **Quick Overview**

#### **Client**

A web hosting company and domain registrar

#### **Size**

The company has more than 18 million customers worldwide and 78 million domain names under management

#### **Challenge:**

An IT disposal and refresh for a new acquisition

#### **Insight Solution:**

Asset disposal and pre-staging of Dell devices

The client enables small businesses to build a website, attract new customers and develop an online presence.

## The Solution

Insight has worked with the company in the US for a number of years, so the client turned to Insight to refresh its new customer support centre.

Insight arranged for a partner with expertise in asset disposal to remove the old equipment and ship it to the UK.

To avoid security issues, the hard drives on the old equipment were wiped while the devices were still onsite in Bulgaria.

Insight ensured the new Dell devices were pre-built before they were installed in Bulgaria, ready for the support team to use immediately.

Due to lack of space, the old machines had to be removed as the new devices were being delivered, so Insight arranged for a phased delivery with a one-week turnaround.

Insight worked closely with the client and with Dell to ensure the company's 150 staff had the equipment they needed to support their customers.

## The Benefits

- The new EMEA customer support centre is now equipped in line with the client's global standards.
- Old units disposed of safely with no security or compliance issues.
- New Dell devices delivered, ready built and imaged.
- Old and new machines swapped at the deskside, avoiding the need to store equipment.
- A staged delivery over the period of a week to avoid disruption to support services.
- Downtime avoided despite delivery taking place over a seasonal holiday.

## The Results Highlights



Customer support centre fully kitted out with new Dell devices.



Old IT equipment disposed of safely, avoiding security risks with end user data.



Staged disposal and delivery within one week avoiding staff downtime.



New customer support resource ready to manage increasing demand.