

# Case Study

How Cloud4 helped Vital Pet Products to improve communications

**Vital Pet Products is a family run business with over 35 years' experience of providing wholesale items to the Independent Pet and Aquatic Trade.**

---

**Company name:**

Vital Pet Products Ltd

**Who are Vital Pet Products:**

Vital Pet Products are a family run wholesale distributor of over 25'000 pet products from 6 warehouse locations across the UK, to over 3'500 trade customer. The business employs almost 600 members of staff with approx. 300 email users.

**Type of Business:**

Wholesale and Distribution

**Requirement:**

Vital Pet Products were coming to the end of their licence agreement for the internal mail servers.  
The required single managed email platform to replace aging in-house Microsoft Exchange and other mail servers.

*"I researched the internet for suitable firms and relied very heavily on reviews as opposed to high entries on search engines, historically completed jobs and satisfied customers were of more importance than the ability to spend on SEO work to drive the business.*

*The selection of Cloud4 Computers was mainly down to reviews that had been written about the company and their ability to provide a seamless migration from our existing platform. Their level of knowledge and personal service impressed me from the start and we've always been happy with the support we receive since".*

**Gary Read - Vital Pet Products**



**Benefits of taking Hosted Exchange services from Cloud4 Computers**

- One of the leading UK Exchange providers supporting thousands of users globally
- Choice of feature rich Exchange 2010 or Exchange 2013
- Expert migration support from an UK based team (over 1000 migrations since 2009)
- Securely hosted 24/7 in ISO-27001 datacentres

## Why did Vital Pet Products choose Cloud4?

With an expert UK based team and a customer centric approach to service, Cloud4 were able to demonstrate the skills and service levels needed to manage what was quite a complex migration in this case. The strength of Cloud4 reviews and feedback from existing clients also gave Vital a clear insight into Cloud4's high service levels making it the ideal partner.

Vital Pet Products have grown significantly over recent years which bring many IT challenges, especially for email systems. The business had an aging in-house infrastructure running on more than one platform and needed to migrate to a single hosted service that could be easily managed, In fact, that was exactly what Cloud4 could deliver.

## Vital Pet Products Main Objectives

Working in financial management, Simple Solutions obtain and retain a great deal of personal and sensitive business as well as critical financial data. As the industry is regulated, there are mandates for compliance relating to how the data can be backed up and where exactly to be stored.

After looking at Cloud4's backup solution in detail and confirming it would support the business in meeting its compliance requirements, Simple Solutions purchased the service and received their first 30 days and setup completely free.

Gary Read, the IT manager, was tasked to find and review the leading Exchange service providers in the UK and after some research and reading a number of independent reviews contacted Cloud4.

*"As the company has grown we have become more and more aware of our increased level of users and to find a more consolidated system to host our emails was of high importance.*

*Our requirements were quite specific; to find a UK based company with UK based servers. We wanted to deal with 'real people' within our selected partner company to develop a long term relationship."*

**Gary Read, Vital Pet Products**

After taking time to understand the specific needs and potential challenges with this project, we provided Gary with a solution that not only met the future needs of the business but a migration plan that would support moving the various mail systems and historic email onto the Exchange hosting platform.

A migration plan was then drawn up, agreed with the assigned migration technician and was executed over a weekend without users experiencing any loss of email service during the period.

The IT department were then provided with access to an online control panel which allows them to fully manage their Exchange hosting quickly as required. The Exchange is fully supported by our expert UK based support team.

**Continued...**

## Summary

With over 300 users moving to a single UK hosted email solution, it was critically important that none of the business functions were affected during the migration.

Also, with help of the team at Cloud4, certain issues not previously disclosed to the migration team were quickly and efficiently dealt with.

To the point where Gary explained that the whole migration process was done in half the time he initially thought, vital to maintaining the

operational continuity of the company during this time.

Gary added that he would be happy to recommend Cloud 4 Computers to any business looking for a Cloud based hosting solution and that the personal service, knowledge and ability to foresee and indeed resolve any problems was integral to the transaction.

***Cloud4 Computers is a leading provider of Cloud Computing, Business Mobility and IT Solutions in the UK and abroad. With over 15 years of technical and commercial experience, our focus is on providing unique solutions fitting your specific requirements along with high level support.***

For more information on how to migrate your company to any of our Cloud Services, please get in touch.

**Helpline: 0845 862 0263**  
**[enquiries@cloud4computers.co.uk](mailto:enquiries@cloud4computers.co.uk)**

***Connect with us on:***