

Solutions that deliver true business improvements for small and medium businesses

## Transversal drives business productivity through email on-the-go and rapid DR assurance

### INTRODUCTION

Insight's cloud expertise, licensing knowledge and customer engagement remove disaster recovery and compliance headaches for leading online knowledge solutions company and enable 24-hour email access for its employees.

### THE SITUATION

Transversal is a leading provider of cloud-based knowledge solutions for contact centres, customers and employees in its global client base of nearly 100 blue chip companies. Since its foundation at Cambridge University in 1998, the company has been committed to making it easier for businesses to increase performance and productivity by connecting people with knowledge. Transversal solutions focus on understanding the true meaning behind people's questions, ensuring anyone using an online help portal gets the right answer, the first time they ask, on whatever device they prefer.

### THE CHALLENGE

Transversal's powerful self-service knowledge-based solution allows intelligent search based on sophisticated recognition of themes and interpretation of meanings. In order to maintain the unrivalled level of service it offers its customers, it couldn't afford potential outages and long disaster recovery times that could prevent its staff accessing their email and office applications. As a SaaS solution provider, Transversal knew the best place for their email and office applications was in the cloud and decided to undertake a detailed review of its IT systems and approach.

*“One of the things we like about working with Insight is that we really feel they are an advisor we can trust. And the fact that we achieved everything in this project from evaluation, to agreement to the start of the deployment in just under 3 months says a lot about Insight's expertise and proactive approach.”*

Nick Gibbs, Internal Support Manager, Transversal



### QUICK OVERVIEW

#### CLIENT PROFILE

Transversal, provider of cloud-based knowledge solutions

Global client base of nearly 100 blue chip companies

#### CHALLENGE

In order to maintain the unrivalled levels of service it offers its customers, Transversal couldn't afford potential outages and long disaster recovery times that could prevent its staff accessing their email and office applications.

#### RESULT

Having evaluated all the options, and with the full support of a dedicated Insight cloud specialist, Transversal decided to replace its Office and Exchange 2010 email applications by migrating to Office 365.

#### BENEFITS

Transversal now has a robust disaster recovery solution and will always be up to date and compliant.

## THE SOLUTION

When Transversal turned to Insight to help review its infrastructure and licences, it received much more than just expert advice. Insight ran a mapping tool for 30 days so Transversal's software usage could be accurately assessed; it invited the company to an Insight Office 365 customer event where members of the IT team could meet Microsoft experts and see Microsoft's cloud solutions demonstrated in different scenarios; it created a number of virtual devices with different specifications so Transversal could assess Azure for itself and also offered a 30-day free trial of the platform.

## THE RESULTS

Having evaluated all the options, and with the full support of a dedicated Insight cloud specialist, Transversal decided to replace its Office and Exchange 2010 email applications by migrating to Office 365.

Nick Gibbs, Internal Support Manager, Transversal says, "This migration is a major step forward for us. We know our data can be quickly recovered from the cloud if necessary. We've fulfilled our compliance requirements and we know that all our 75 Cambridge-based employees are always going to be using the latest versions of Office – even our remote and Linux users who have web-based access available under Microsoft's E1 plan. And in addition to all that, we now have the significant business benefit of having round-the-clock access to our email on any company-approved device."

There have also been major cost savings. "The beauty of the Azure offering," says Nick Gibbs "is that not only do we get the platform's performance and data security benefits but we have removed any upfront cost – we simply buy monthly Azure credits and therefore only pay for what we use, which is a much more cost-effective approach for us."

In due course Transversal will migrate more services, such as its Sharepoint intranet, Lync and Skype to continue to drive down costs and drive up productivity.

Nick Gibbs says he is very happy with the result of the project and impressed by Insight's service.

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## BUSINESS BENEFITS



### Improved responsiveness

Anywhere, anytime email access on company-approved devices



### Cost saving

- Avoiding hardware capex and maintenance
- No licensing users for software they don't use



### Rapid disaster recovery (DR)

DR reduced to hours or even minutes



### Resource headache removed

No need to maintain Exchange server hardware



### Supporting productivity

Easy to scale Azure up or down to meet changing business requirements

*"With Insight's help with our review, we've ticked all the boxes on our review list and more. We now have a robust disaster recovery solution and know that we're always up to date and compliant. But beyond that, having Office 365 and Azure has helped our business productivity enormously – particularly by enabling us to access our emails on the move."*

Nick Gibbs, Internal Support Manager,  
Transversal

## About Insight

Insight EMEA is a division of Insight Enterprises, Inc., a leading provider of brand-name information technology ("IT") hardware, software and services to large enterprises, small to medium-sized businesses and public sector institutions in North America, Europe, the Middle East, Africa and Asia-Pacific.

For more information, please visit:

<http://nl.insight.com/solve/cloud>

# Insight

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