



# Getronics provide a fully Managed 24x7x365 Server Hosting and Systems Management Service to Iceland, comprising Data Centre Services, Desktop Provision, Service Desk and Hardware Break-Fix

## Company Profile

Delivering great ideas for busy, value-conscious Mums, Iceland focus on bringing good value frozen food to their customers and pride themselves on the incredibly high service standards within their stores.

## Locations

Iceland have 740 stores throughout the UK. Iceland's Head Office is based in Deeside, near Chester. Additionally, they have 4 depots based in Livingston, Warrington, Swindon and Enfield.

## Activities

Iceland's primary product line is frozen food, including party food, desserts, vegetables, meat and fish. Each store also has a grocery and chilled & fresh food areas.

## Challenge

To upscale IT resiliency and flexibility in response to increasing consumer demand for Iceland's stores to be open longer hours in order to compete with Superstores.



**Sector:** Retail & Wholesale – Food & Beverage

**Solution:** Service Desk, Desktop And Hardware Break-Fix Service, Infrastructure Services And Data Centre Services

## Company Profile

Iceland Foods were founded in 1970 by CEO Malcolm Walker, and currently operate a chain of more than 740 Iceland and some 50 Cooltrader (Iceland's sister company) stores throughout the UK. More recently, the company have returned to their roots in retailing frozen and chilled foods, many of which are own-label convenience foods with flat £1, £2, or £3 price tags.

In 2010, Iceland improved their ranking in the Sunday Times 'Best Companies to Work For' survey, to 13th place and were the only food retailer to feature in the top 25 companies. In September 2010, Iceland were named Discount Retailer of the Year at the 2010 Retail Industry Awards.

Leading the way....

Iceland lead the UK food retailing industry in removing artificial colours and flavourings, which had been eliminated from all their own

brand products by 1999. They were also the first Supermarket to introduce a free national home delivery service in 1996, a service that is still unique in terms of how it is run today.

## The Challenge & Objectives

The changing landscape of consumer demand has seen the need for Iceland's stores to be open longer in order to compete with Superstores. To achieve this, their IT systems need to be resilient and flexible: able to cope with the seasonal peaks and troughs of the Retail industry. Where there is a technical issue, it is essential the problem is resolved quickly to reduce the impact on store downtime and hence its revenue generating potential.

During the course of the partnership between Iceland and Getronics, much change has occurred in both organisations. The first major change took place, early in the relationship in 2005, when the original Board of Management purchased Iceland from the Big Food Group (BFG). Within

2 years, in 2007, Getronics were acquired by the KPN Group. Both Getronics and Iceland needed to adapt quickly to these transitions to ensure a smooth migration to Iceland's new way of working, which was very different from BFG's. Both organisations quickly defined new processes and procedures that enabled the new working practises to launch.

In particular, Service Management was introduced with the main objective of setting realistic governance measurements. In addition, a cost model was brought into the contract for hosting and resourcing, which enabled Iceland to budget for new services.

## The Getronics Solution

Getronics' partnership with Iceland dates back to 2005. Since then, Getronics have provided a Service Desk to Iceland, which now supports 950 users (500 of whom are based at Iceland's Head Office in Deeside, the rest being supported remotely). The Getronics Global Service Desk handles approximately 13,000 calls a year for Iceland.

In addition to the Service Desk, Getronics maintain Iceland's desktop and laptop estate in Head Office, support the Area Managers and 4 depots, and provide a break-fix service for Iceland's HP servers.

In support of the need for their stores to be open longer, at beginning of 2011 Getronics commenced a project to virtualise Iceland's entire server infrastructure, which is now hosted at the Getronics National Data Centre in Runcorn. This infrastructure can failover to a replicated secondary infrastructure based in Iceland's own Data Centre.

## Results & Benefits

The services that Getronics provide to Iceland support them in maintaining their position and reputation as a leading food retailer. Our Service Desk responds promptly and effectively to all calls and passes the issue across to the relevant Service Line to resolve quickly. Our careful management of Iceland's server and desktop estate enables them to rely upon their business-critical applications, and the availability of their core services.



## The Future

Iceland have recently invested in a new virtualised server environment to host their core services and Getronics are responsible for managing the environment. Plans are also in place to undertake a Desktop Optimisation Programme which would virtualise their entire desktop estate.

Getronics are supporting Iceland in a key project to re-develop their customer store card, the Bonus Card. The new card will enable Iceland's 4 million registered customers to receive electronic and printed coupons, triggered at the point of sale, and to upload electronic savings onto their bonus cards, which can be tracked online and through SMS balance enquiries. The underlying application will be hosted from the Getronics National Data Centre.

*"The getronics and Iceland relationship continues to strengthen built on a solid foundation of delivering the core services exceptionally well week in, week out, and delivering well managed projects on time and budget.*

*This platform enables both parties to focus more time on value-added future strategies and initiatives with confidence, knowing that the core business is in very safe hands and that there is a strong track record of delivery".*

Mark Pearson, IS Director, Iceland Foods

**ABOUT THE GETRONICS FAMILY:** The Getronics family, comprising the Connectis and Getronics brands, has a complete portfolio of integrated ICT services for the large enterprise and public sector markets. This includes Workspace, Applications, Unified Communications, Data Centre, Cloud, Consulting, Partner Technology, Managed Services and Security. [www.getronics.com](http://www.getronics.com). Getronics is a lead in the Global Workspace Alliance, a unique model that provides customers with a consistent IT service throughout the world, with one single point of contact and billing entity. [www.workspacealliance.com](http://www.workspacealliance.com)

## Why Getronics?

Getronics and Iceland have enjoyed a very strong, longstanding partnership since 2005. During this time a huge amount of change has occurred, in response to which both businesses have had to quickly adapt and work closely together to be successful.

Getronics provide a flexible service that is business-critical: we are relied on to resolve any problem quickly and effectively, with minimal disruption to Iceland's business. Getronics' innate knowledge of Iceland's business and unique company culture allows us to act as a valued and trusted partner, rather than just a supplier.

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