

Art 4 Business Ltd

Art 4 Business was established 10 years ago. Based in St. Albans, it sells art to many types of companies of all shapes and sizes, to display in reception areas, meeting rooms and the boardroom. Susie is the founder and Managing Director, and established the business after spotting a gap in the market to provide original prints and sculptures. The business usually sells its pieces outright, but has been known to rent these to organisations and rotate them on a regular basis. They sometimes buy expensive pieces back.



Susie is quite well known in the art world and as well as having a list of photographers and artists whom she regularly uses, is sometimes approached by new ones who want her to help them sell their work.

Her husband Derek helps her run the business and looks after the company's IT needs. The company employs three sales agents whose job is to find new clients and manage existing clients. They are home based, spending a significant proportion of their time either on client site or on the road.

The company has inhouse servers which are now due for replacement. Derek pays a local IT support company a retainer of approximately £5000 per annum. He is now mulling over purchasing new hardware and keeping his IT support contract in place, or looking at other options:

1. Art 4 Business is profitable so cost is not the overriding factor although Derek wants the best value for money
2. Having secure storage for high quality images, which are easily accessible is paramount
3. Being able to easily send and receive these images electronically and retain their quality
4. Communicate with the home based sales agents





The Solution

Derek chose the **Hosted File Server** solution from Nuage rather than buy new a new inhouse file server. The reason was not primarily cost although he did save the company a considerable upfront expense.

By using hosted servers, Derek was confident that the company's prized assets were securely located in a commercially managed data centre, with the highest level of security. The service also provides automatic daily backup, with infinitely improved reliability.

The way you configure the Hosted File Server is flexible and able to fit in with each company's specific requirements. In Derek's case, he decided as company policy to hold the majority of images on the hosted file server, but created company shared folders and a client shared folder.

The company-shared folders enable the sales agents to download and keep local copies of some images if they need to, especially when no internet access is going to be available. As far as clients are concerned, Derek, Susie, and the sales agents can send them a hyperlink to a file which contains the image(s), which they have placed in the client folder rather than emailing a large attachment.



Because he was replacing his inhouse servers, Derek switched to the **Hosted Exchange Email** solution by Nuage with windows mobile and iPhone integration. The company was already using Microsoft Outlook Exchange, which is the best *professional* Calendar, Email, and Task solution available, so they were already benefiting from the ability to synchronise their information between the local and hosted copies. Nuage helped them easily migrate from their inhouse Exchange server to the Nuage Hosted Exchange server. Once this was done, they were able to integrate with their iPhones and windows mobile phones in a matter of minutes.

As well as saving money by not buying new inhouse servers, and the hassle of having to manage them, Derek is also able to reduce the size of his support contract because of the confidence he has in the additional reliability and security of the hosted solution. The cost for these services came to just over £27 per person per month.

See the table below for a full breakdown.

Service	Quantity	Unit Price £	Total Price £
Hosted Exchange	5	10.99	54.95
Windows mobile and iPhone integration	5	3.99	19.95
Hosted File Server	5	12.99	64.95
Total per month			139.85
Monthly cost per person			27.97
One-off set up costs			0.00