



Award winning motor retailer gears up to embrace the era of IT divergence

John Grose Group consolidate their IT estate to offer staff, customers and their vehicles the best in connectivity, security and accessibility

Customer profile

JohnGrose

Company	John Grose Group Ltd
Industry	Retail motor trade
Country	United Kingdom
Employees	400+
Website	www.johngrose.co.uk

John Grose Group Limited is a multi-franchise retail motor trader based in the East of England with national sales covering retail and business. John Grose Group offer their clients a full range of sales and after sales, including vehicle servicing. With **turnover exceeding £180 million per annum** John Grose Group is recognised in the Automotive Management Motor Industry top 100 dealers and have won the Ford Chairman's award for customer satisfaction 17 times.

Business Essentials & Needs

Technology is a necessity for John Grose Group both for internal and external customers, supporting employees and their diverse customer base. Their system needs to sustain multiple levels of communication across many platforms, including multimedia marketing.

With the latest software and computer systems that go into modern vehicles, IT is a big driver, not only for the company's office users but also for vehicle diagnostics and development by the hands-on technicians in their workshops.

John Grose Group had a requirement to reduce their server footprint, improve security, centralise management and modernise their data centre to improve backup and disaster recovery.



"With the expansive development of IT within the motor trade across the last 10 years, Upgrade have provided significant hardware and software support for our business."

Richard Snelham
Head of IT - John Grose Group Limited

Solution Overview

Following initial discussions with the John Grose Group IT team, Upgrade identified a number of areas that were to be addressed, including server sprawl. Upgrade worked with the John Grose Group team to analyse both their environment and their objectives. This detailed analysis enabled the solution to be designed and sized accordingly. The end solution agreed between Upgrade and John Grose Group resulted in their existing server farm being fully virtualized. This delivered to their primary site a sizeable reduction in server footprint whilst increasing resilience when utilizing VMware's High Availability features and the Dell VRTX's integrated server and storage infrastructure. Once the primary site was completed John Grose Group were then able to use Veeam's backup and replication features and replicate their virtual machines to alternate sites which housed stand-alone Dell PowerEdge tower servers for disaster recovery as well as centralised their back-ups from multiple sites.

Benefits

- Ease of management
- Improved back-up and disaster recovery
- Increased up-time
- Reduced data centre footprint
- Reduced power and cooling
- Faster server provisioning

Solutions featured

- Dell servers
- Dell storage
- Dell networking
- Installation
- Training

Services

- Upgrade provided engineers to support the John Grose Group IT team with the initial installation and configuration of the hardware and software.
- Onsite training & documentation.
- Dell's Pro Support with 4hr mission critical SLA's



"The modern way of our business requires systems and information that is accessible 24/7 at all levels of our business from the Board of Directors through to technicians in our workshops."

Richard Snelham - Head of IT - John Grose Group Limited

70%

reduction in physical hardware

"A significant and often forgotten aspect of what we have achieved here is the greatly enhanced level of security of the business systems and data"

Richard Snelham
Head of IT - John Grose Group



The Chosen Platform

The John Grose Group team completed their due diligence and looked at many different server and storage solutions from multiple vendors. Based on their needs, the Dell VRTX converged system really set itself apart from the competition with its unique data centre in a box design, centralised management and level of scalability. As a market leader, VMware was chosen as the hypervisor platform; John Grose Group was confident and impressed with the features, management and level of support the vendor offered. Upgrade recommended Veeam to enhance their backup and disaster recovery strategy as it went hand in hand with VMware and the type of solution they were trying to achieve. "This has been combined with well-balanced and experienced consultancy to develop with true focus and direction". Richard Snelham - Head of IT - John Grose

No more physical Server Sprawl

John Grose Group has seen a considerable reduction in their server footprint across the company. The solution provided has cut their physical hardware down by approximately 70%. This is sustainable whilst John Grose Group's services and applications have actually grown substantially since implementation. "Much of our Upgrade supported infrastructure is mounted on the latest technologies, including L3 switching structures and virtual enterprises. This allowed a fully implemented solution based on consolidation of our physical hardware footprint." Richard Snelham - Head of IT - John Grose Group Limited

Peace of mind

The solution provided brought together a number of areas that were being managed separately and allowed the John Grose Group to bring in a higher level of security, centralise their backups and gain the ability to replicate their applications for disaster recovery. This has given their IT team the confidence and ability to recover from any situation that may arise.

Technology at work

Hardware

- Dell PowerEdge VRTX Converged System
- Dell PowerEdge tower servers
- VMware vSphere
- Veeam backup & replication

"A technician's work bench is not what it used to be...you will find spanners, wrenches and screwdrivers as ever before, but their new best friends are PC's, keyboards, laptops and USB connections. Behind the clean cut designs and pretty lines of new cars are technology developments that test the skills of the finest IT Managers and Network Specialists. These new vehicles are no longer thirsty for fuel but thirsty for the data that's needed to both run them and diagnose them when they technically crash. Today's vehicles are computers on wheels and we all have to adapt to that! However just like being on the roads the workshops have joined the rest of our business to utilise the equivalent of a 4 lane motorway [4GB backbone on the LAN] and Server platforms to manage the required data traffic. The very latest technology and consultancy support provided by Upgrade Options has allowed us to keep pace with these new developments which are led by budgets of the global vehicle manufactures. As a retail dealer our teams are now maintaining pole position efficiencies expected by our customers and also to obtain award winning Customer Satisfaction levels." Richard Snelham - Head of IT - John Grose Group Limited

Assistance Appreciated

Although the John Grose Group IT team is highly skilled and experienced, it was recognised by them that there was real value in utilizing the Upgrade services. Upgrade were vital in the initial implementation, configuration and test migrations. One of the aspects of the services that the John Grose Group IT team found particularly useful was the approach the engineer took when onsite, involving the team in everything he was doing and ensuring the in-house team were comfortable with the new environment. On completion John Grose Group were left with complete documentation of the work carried out and full details of the new environment for reference.

"Without question, for a business to move quickly within a rapidly changing customer base the management of the business needs to have access to a wide variation of business information, both in the office and on the move." Richard Snelham - Head of IT - John Grose Group Limited

Upgrade is the UK based, B2B I.T. reseller trusted for over 20 years by thousands in the private enterprise and public sector to provide outstanding solutions, services and sales. With sales exceeding £125 million, their experience will optimise yours across the entire Internet of Things. They aim to put experienced and friendly 'can do' people directly at your disposal. Whatever the challenge, they welcome every opportunity to exceed your expectations. Their clients small, medium and large, within the UK and beyond save time, money, space and energy with an outstanding line of solutions, services and upgrades.....And since they're official charity partners of the Royal British Legion the more you spend with them, the more you donate.

"Today's vehicles are computers on wheels and we have to adapt to that!"

Richard Snelham
Head of IT - John Grose Group Limited

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