



Trusted Global Brands Find Confidence in Savvis' Infrastructure, Security and Hosting

Challenge

A leading brand manufacturing company serving billions of consumers around the world needed a dynamically scalable and secure hosting solution to support hundreds of its consumer-facing websites.

The company's global presence and desire to continue to expand into emerging markets required a cohesive framework and standardized operating model capable of spanning the globe while containing cost and maximizing their return on investment.

Overview

This publicly-traded Fortune 500 company is a worldwide leader in product innovation and has consistently brought trusted brands to the market for nearly two centuries. It employs more than 135,000 people in 80 countries and interacts with consumers in more than 170 countries around the world. Its well-built portfolio includes nearly four dozen billion-dollar or half-billion-dollar brands. In fact, several of its brands hold the top two places in their respective markets.

Solution

Our relationship began in 1999, when the client entrusted us with hosting all of its consumer-facing websites. From there, its needs grew globally and in 2006, the client issued a request for proposal to pare down its three existing vendors to a single vendor.

The client's goal was to expand brand services, create better and standard processes and form a more strategic platform that would facilitate global growth. This shared services platform would be leveraged by all of the brands to reduce infrastructure costs and to create a consistent brand experience that would help facilitate global growth. By successfully aligning our technology solutions with the client's business requirements, we earned a multi-year contract.

Our dynamically-scalable and client-focused approach supports more than 400 brands, nearly 1,200 websites and provides mission-critical application hosting. We established a standard platform and implemented client specific

Industry

Brand manufacturing

Line of Business

Consumer packaged goods

Target Market

Consumers of all demographics

Location

Headquartered in the U.S. with operations in 80 countries and distribution in more than 170 countries.

Summary

A leading brand manufacturing company serving billions of consumers around the world needed a dynamically scalable and secure hosted solution. Savvis' flexible, client-focused offering provides a mission-critical application hosting solution that supports 400 brands, with over 1,200 websites. The Savvis solution has and continues to enable the client to expand brand shared IT services, create standardized processes across the brands, and form a more strategic shared platform services that supports the global growth across all brands.

processes across multiple business units. Savvis put into practice a procedure to manage thousands of application code releases across hundreds of sites on a monthly basis. We also built an activity-based billing model for each individual website based on the actual consumption of services.

In addition, Savvis developed a software and process-based people management solution to provide the clients' developers with a self-service interface for uploading new code and content. This resulted in faster time to market, as well as improved change management, compliance auditing and reduced support costs for the client.

Currently, we globally support the company's hosting and network infrastructure in four of our data centers. We also provide application server support and staff a 24/7 global help desk for the client. The technologies used provide a platform for delivering broader digital and media services, consumer brand-purposed social media capabilities, and include Cloud, Sun, Redhat, Windows, IIS, .Net, Apache, Tomcat, JBoss, ATG, Oracle, MSSQL, MySQL, PostgreSQL, F5, Cisco, and CDN.

Benefits

For more than a decade, Savvis has aligned its consumer brand solutions portfolio, client engagement methodology, global infrastructure and application management capabilities to this client's business objectives. As a result, we have drastically reduced our client's overall risk profile, increased its speed to market and standardized its platforms and process. Doing so promoted immediate cost savings, perpetual cost containment, expansion into new and emerging markets, new revenue streams, and increased brand loyalty across its global consumer base.

We resolved the speed to market challenge this client previously experienced, by applying a solution that allowed its interactive marketing campaigns to reach consumers quicker, resulting in improved effectiveness and increased revenue.

As part of an expansive set of proactive security measures, Savvis provides a brand-protection solution, which dramatically reduces risk and preserves brand integrity. Our holistic security framework and governance model lowers the risk of malicious attacks and security breaches through an integrated security service model comprised of intrusion detection, managed vulnerability scanning, DDOS mitigation, web application firewalls, security architecture and security consulting, and regulatory and compliance alignment.

Through our enterprise application management services, we supply a suite of enhanced monitoring and reporting services and a series of consistent process and escalation procedures based on ITIL 3.0 Framework. These promote greater operational efficiencies across the application management lifecycle, which ultimately results in greater visibility into the performance of web properties and a dramatic improvement to the online consumer brand experience.

Future

Savvis has embraced a methodical approach in building a suite of flexible solutions to address the growing needs of our clients. Our global teams are focused on providing superior client service and are consistently developing the latest in advanced technology solutions for clients, such as this brand manufacturing company.

**For more information
about Savvis, visit
www.savvis.net or
call 1.800.SAVVIS.1
(1.800.728.8471).**

EMEA
Savvis UK Limited
Tel +44 (0)118 322 6000

ASIA PACIFIC
Savvis Singapore
Company Pte Ltd
Tel +65 6768 8000

JAPAN
Savvis Communications K.K.
Tel +81.3.5214.0151