



apsu

MANAGED SERVICES





#20 UNITED KINGDOM
#1 SOUTH WEST REGION
HIGHEST PLACED IT SERVICE PROVIDER

INTRODUCTION

One of the UK's leading and fastest-growing managed services businesses.

For more than 25 years, APSU has been providing managed services for the IBM i platform to a variety of businesses and technology companies. We specialise in working with organisations to help them move their IBM i workload from an on-premise self-managed environment to the APSU Cloud.

In particular, APSU has the experience and skills to help independent software vendors move their IBM i development systems, test environments and production services to the Cloud, freeing up their resources to focus on delivering best-of-breed applications without the distraction of having to manage their core infrastructure.

MANAGING TODAY'S IT CHALLENGES

More than ever before, technology companies are having to focus on their core competencies and strategic projects to provide the best rate of return to their shareholders.

APSU offers solutions to help organisations divest of their non-core activities such as managing IT platforms that are not part of their strategic roadmap.

-  Reducing total IT expenditure
-  Building the most cost-optimised infrastructure
-  Improving overall IT service levels
-  Increasing growth and flexibility

WHAT DOES APSU DO?

APSU provides a range of IT services primarily tailored to the IBM marketplace. From managed services, consultative engagement, professional services, deployment and systems software, APSU leverages its business relationships to provide on-premise and Cloud solutions alongside the following options:

-  Cloud Computing
-  Business Continuity
-  IT Consultancy
-  Managed IT Services
-  Maintenance & Audit
-  Software Development

THE APSU / IBM RELATIONSHIP

APSU is recognised by IBM as one of its global strategic partners. APSU sits on IBM's Worldwide Cloud Advisory Council and is the UK's only representative on IBM's Global Business Partner Advisory Council. APSU is also the most highly accredited IBM Business Partner in Europe and became IBM's first UK partner to secure MSP accreditation in the IBM Managed Services Partner programme.

APSU has a unique position of leadership in several market sectors:

- IBM Power i Managed Services: APSU has the highest number of supported Power i environments in the UK and Europe.
- IBM Power i High Availability: APSU has the highest number of Cloud footprints comprising IBM contracted (worldwide under the VSR brand), direct and ISV engagements.
- APSU is positioned as No. 1 on IBM's Business partner Technical Scorecard for Storage, PureFlex, Power with i and Power with AIX.
- APSU is IBM's preferred partner for Technical Support Services (TSS) and manages IBM Hardware and Software maintenance for clients both in the UK and internationally.



apsu + IBM

APSU IS AN IBM MSP AND VAR, WHICH ARE
UNIQUE CAPABILITIES IN A BUSINESS PARTNER
THAT IBM VALUES

APSU IBM i SOLUTIONS

INFRASTRUCTURE

Licence Compliance Management
Implementation
Procurement
Project Management
Second User
Technical Consultancy



MANAGED SERVICES

Business Continuity
IBM i Cloud solutions
Remote Management
Security
System Management Software
24/7 IBM i Technical Support

APSU also provides Infrastructure and
Managed Services for the following:
Servers, Storage, Network, POS, PCI DSS



IBM i CLOUD

APSU is a technology pioneer delivering Cloud-based services in the IBM mid-range market before any other company.

With the continued and accelerating move to cloud computing, notably IaaS and SaaS, APSU is focusing on a managed services-led solution for its Cloud IBM i platform. Everything is included for a turn-key, Production, Test or High Availability solution delivered by Europe's highest accredited IBM Power i and Vision Solutions Partner.

APSU's Cloud is not just IBM i, it is truly multi-platform. Assisting customers to choose the software they need to run their business and not be burdened by the technology platform it runs on.

A range of platforms are supported in APSU's Cloud:



The following companies white-labelled APSU's IBM i Cloud solutions:



IBM i MANAGED SERVICE

APSU operates from two UK operations centres providing support to its UK, European, Asia Pacific and North American clients.

APSU's primary centre of operations for IBM i is based out of its Coventry location and is a true 24x7x365 environment manned by IBM-accredited support staff around the clock, working a four-shift system.

Calls presented out of hours are handled by on-site 2nd level support from experienced IBM i operational staff, aided by on-call 3rd level technical consultants for escalation when required. The on-site operational expertise particularly on IBM i, is one of APSU's major strengths where we see high levels of customer satisfaction from first-time problem resolution.

Our IBM managed services are tailored to meet our clients' requirements, from running systems overnight and at weekends to taking care of all aspects of managing an IBM i system, 24/7.

FEATURES

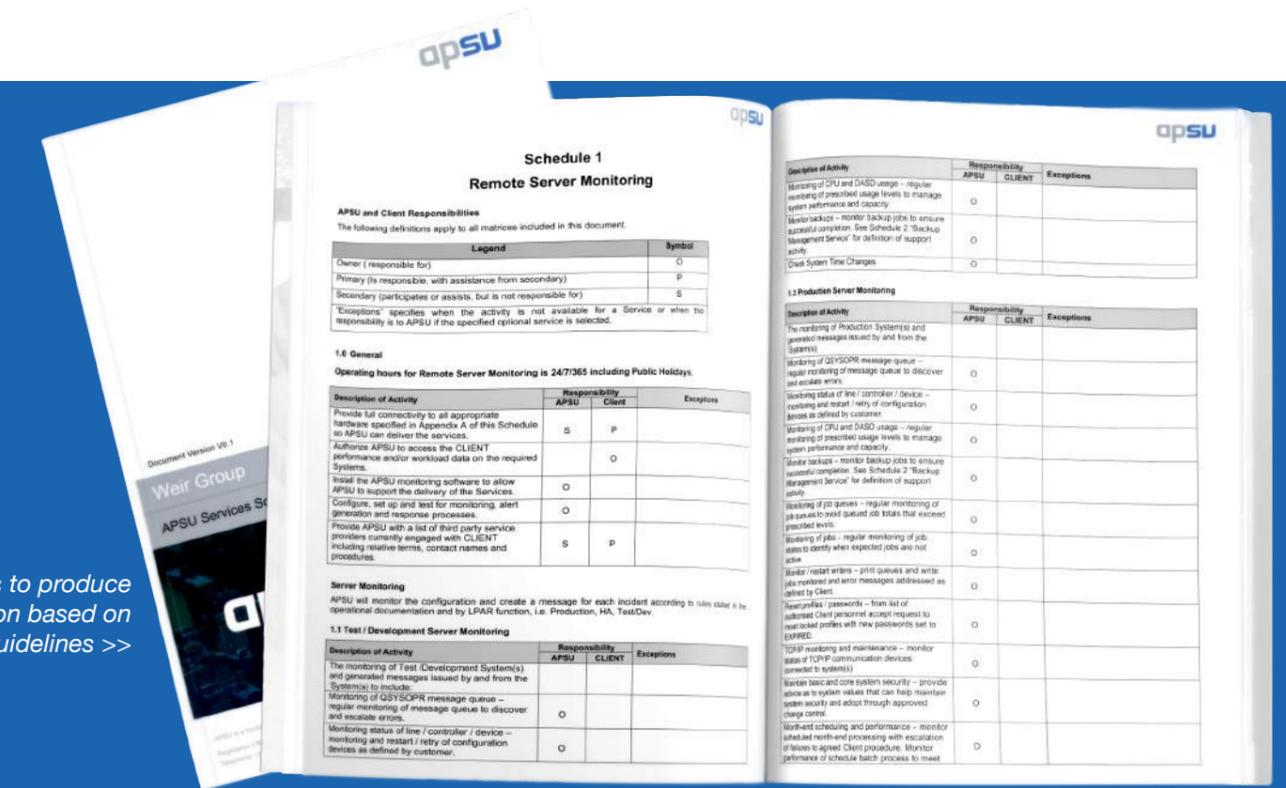
APSU IBM i Cloud service provides the following features:

- Flexibility
- Scalability
- Extreme performance with low latency
- Reduced time to market through fast deployment
- Clone environments within minutes
- Low cost with monthly, quarterly or annual payments

IBM ENDORSED

Selected by IBM to be the partner of choice for managing IBM clients' Power i environments, APSU use jointly developed IBM processes and procedures to extend industry leading support to all our clients.

APSU works closely with its clients to produce clearly defined operational documentation based on IBM guidelines >>





Integrated into Zenoss for Cross Platform capability **zenoss** Own IT.

MAXCONSOLE

APSU has developed its own proprietary system management software, "Maximise", with an in-house team of IBM i developers. The application's console provides a single operational portal for network, Intel, IBM i, AIX and RHEL message management.



APSU IBM i MONITORING

157
IBM I SYSTEMS
MANAGED



APSU DEPLOYS MAXIMISE TO MANAGE
OVER 157 IBM i SYSTEMS IN THE UK AND
OVERSEAS



MAXIMISE

IBM i system management toolset

APSU uses Maximise to deliver core message management, scheduling and reporting across the IBM Power i platform. This product has been developed over the last 20 years to become a stable and reliable application that has been validated by IBM for inclusion in their Virtual Server Recovery service for their Power i platform.

Maximise also delivers a standalone maintenance stream provided by contracts with APSU customers such as:



APSU uses *maxChange*, a software change management tool (SCM) to develop its Maximise software applications. *maxChange* is also available to companies who wish to manage their own development environment to provide the controls and automation required to manage costs and reduce business risk.

NEW CLOUD DEPLOYMENTS

There is a perceived view that interest in the IBM i platform is in decline; however, nothing could be further from the truth. There is a wealth of mature and feature-rich applications written for the IBM i platform, and whilst clients may not have an appetite to run IBM i servers themselves, they find the combination of having a best-of-breed application and a secure and stable Cloud-based delivery model highly attractive.

- Low-risk approach: APSU is the No. 1 MSP (Managed Service Provider) for IBM i in the UK, has a thorough understanding of Movex M3 environments and provides true 24/7/365 support
- Strong vendor relationships: APSU assists many ISVs to provide white- labelled services to enable them to meet an accelerated move to Cloud computing.
- Unrivalled access to IBM: APSU is IBM's highest accredited Business Partner in Europe and is the only UK member of IBM's Global Business Partner Advisory Council.
- International support: APSU already supports clients across Europe and Asia Pacific and is expanding its presence in North America.
- Centralised support: APSU offers a centralised 24x7x365 support framework for IBM i solutions, with IBM i managed services, IBM licence management and the provision of Cloud for IBM i, all managed on a global scale.
- APSU's expertise also extends beyond Power i to a large consultancy pool of IBM-accredited skilled engineers providing network, server, Cloud adoption and PCI DSS security.

infor

APSU has many years of experience managing environments with Movex / M3 providing for out of the box templates to support, manage messages and specific application processes.

The following Infor M3 companies are supported by APSU:



CASE STUDY - PRIMARK PRIMARK®

Adored by fashion fans and value seekers alike Primark is widely established as the destination store for keeping up with the latest looks without breaking the bank. Today Primark operates in over 270 stores in nine countries in Europe and growing with the first US store opening in Boston in 2015.

Services to Primark

- Cloud IBM i Environment
- Cloud Wintel Environment
- Cloud model provided with High Availability service
- Infrastructure provider for servers, software, etc.
- Professional Services for Network, Wintel and Power i
- Software Change Management



CASE STUDY - ANGLO BEEF PROCESSORS

ABP Beef is part of ABP Food Group and is one of four separate business divisions, which also include ABP Proteins, ABP Renewables and ABP Pet Foods. The Group, with its head office based in Ardee, Co. Louth, employs over 8,000 people and has a turnover in excess of 2.2 billion euros.

Services to ABP

- Hosted Managed Service of the VMware Wintel estate
- Remote Managed Service and monitoring of Wintel and Comms systems
- Hosted Managed Service of their production iSeries system
- Cloud IBM i Environment
- DR failover to Second APSU DC as a tertiary IBM i system
- Helpdesk for the IT team out of hours
- Infrastructure provider to ABP for Servers & Software

CASE STUDY - FABRIS LANE

Fabris Lane is the leading mid-market luxury eyewear brand, creating distinctive, fashionable and original sunglasses and optical collections from the highest quality materials.

Services to Fabris Lane

- 24/7 Service Desk
- 24/7 Management of IT Infrastructure
- PC/Desktop and Mac support
- Infrastructure provider for servers, software, etc.
- IT Support for Manufacturing in China
- Weekly On-site Surgery



INDUSTRY LEADING COMPANIES TRUST APSU



420+
CUSTOMERS

THE NO 1 TECH CONSULTING COMPANY¹

8 OF THE TOP 10 IBM POWER CLIENTS

THE TOP 4 UK HIGHSTREET BANKS²

2 OF THE TOP 20 UK INSURERS³

11 OF THE TOP 50 UK RETAILERS⁴

6 OF THE FTSE 100 COMPANIES

¹ Vault (2011), Tech Consulting Firm Rankings 2012

² Wikipedia (2013), List of banks in the United Kingdom

³ Incisive Media Investments Limited (2013), Top 20 UK insurers

⁴ RetailWeek (2009), Top UK Retailers 2009

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EXPANDING GLOBALLY WITH..... **SOFTLAYER**[®]
an IBM Company



CONTACT

South Cerney

APSU House, The Mallards
Broadway Lane, South Cerney
Cirencester, Gloucestershire
GL7 5TQ
Tel: (+44) 01285 862100

Coventry

APSU House, Harry Weston Road,
Eastwood Business Village, Binley
Coventry, West Midlands
CV3 2UB
Tel: (+44) 02476 560000

London

APSU House,
80 Coleman Street
London
EC2R 5BJ
Tel: (+44) 02076 538998

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