



**TalkTalk
Business**

Snow+Rock

**"We now have a scalable architecture
for future growth both in the size and
functionality of the network."**

Warren Hampton, Snow+Rock

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0800 954 5707

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The challenge

Increasing reliability Meeting future requirements

Snow+Rock needed to unify their retail outlets with a secure, scalable solution. This needed to be based upon a solid foundation on which they could optimise their mail order and internet business.

The solution

MPLS IPVPN

We provided Snow+Rock with a full network solution, that could grow with the organisation. It was crucial to ensure a seamless migration, without any down time or disruption to profits, so it was implemented on a rolling basis.

The benefits

A resilient network that can scale in both size and functionality as the business requires

All their UK sites are now connected, so sharing data within the company has never been easier or safer

The challenge

Snow+Rock was the brainchild of skiing and climbing enthusiast Mike Browne. Opening the first store on London's Kensington High Street in October 1982, Snow+Rock was run by a group of passionate skiers and climbers, offering the best products and the best customer service.

With time, the small team of staff built a reputation for their enthusiasm and their product knowledge, and Snow+Rock soon became the number one choice for London's skiers and climbers.

When Mike Browne retired in 2004, Andrew Brownsword, a keen skier and successful entrepreneur bought the brand retaining many of the directors who staffed the original Kensington store. Today the business has grown to be the leading specialist winter sports and outdoor retailer in the UK with a successful website and mail order service.

The challenge

Snow+Rock customers turn to the retailer for equipment they will be able to count on, sometimes in extreme situations. The retailer took on a vital project of its own when it elected to upgrade its IT infrastructure.

Snow+Rock needed a more flexible, resilient, and accessible Virtual Private Network (VPN). The new infrastructure requirements included providing a backbone for its mail order and internet business, as well as augmenting its retail outlets located around the UK.

Warren Hampton, IT Manager at Snow+Rock explained; "the solution needs to accommodate new stores at extremely short notice and host key infrastructure elements, meaning network hardware can be moved out of the stores and from the head office into a secure environment".

Warren continues, "a critical requirement of the network was to provide a scalable architecture that has the ability to add new modules to the network to support additional servers and services without us having to make changes at our sites."

"Snow+Rock has a clear view of where the business is heading thanks to an IT network that provides the scalability necessary to let the company make the right business decisions."

Warren Hampton, Snow+Rock

The solution

Snow+Rock decided to directly replace its existing network. As part of the process, a number of key improvements would be built in, incorporating a back-up for each office to ensure resilience and a VPN hub hosted on our network.

The migration to the new solution had to be seamless as downtime was simply not an option due to the financial impact this would have on the business. Our project management team ensured the installations were planned on a rolling programme to ensure there was no disruption to the business.

"For Snow+Rock, the benefits are clear.

Not only have we gained a more resilient and flexible foundation network, the solution makes the best use of existing connectivity. We now have a scalable architecture for future growth both in the size and functionality of the network."

The new backbone connects all of Snow+Rock's stores to each other and to the head office via a resilient, meshed IP network. Support for remote access users is delivered by the central VPN hub rather than the head office.