

**FASHION GPS**

CASE STUDY **FASHION GPS**  
INDUSTRY DIGITAL B2B SOLUTIONS

# EXPANDING GLOBALLY WITH MANAGED HOSTING SERVICES



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**Fashion GPS At-A-Glance:**

Fashion GPS designs digital solutions for sample tracking and event management tools for the fashion industry.

**Challenges:**

Fashion GPS required to quickly move valuable client data to a secure colocation service with high uptime and performance response times.

**Solutions:**

Navisite’s® colocation service at DRT’s state-of-the-art data centre in Woking, Surrey, meeting the required ISO27001 & SSAE16 standards.

**Business Outcome:**

A secure, consistent, reliable service to clients even during their busiest periods with up to 50 percent improvements in processing speeds and over 80 percent increase in data uploads speeds for a major client.

**COMPANY OVERVIEW: FASHION GPS**

Fashion GPS designs digital solutions for the fast moving and rapidly changing fashion industry. Providing sample tracking and event management tools, Fashion GPS keeps the industry connected.

**Challenges**

Fashion GPS needed to move valuable client data to a secure colocation service quickly and reliably. They also required high uptime and performance response times, especially during high profile and busy events such as Fashion Week.

Security is vital in the fashion industry. Fashion GPS works with some of the biggest names in the industry and these high-end designers regularly circulate samples between fashion editors and photo shoots. The security of their exclusive prototypes is critical as many of these products are one of a kind and have extremely high costs to the business when lost. Fashion GPS needed a provider who understood this challenge and could provide the right solution.

Fashion show season is when Fashion GPS faces its toughest tests. Clients need 24 hour service 365 days a year but, during fashion show season, there is a significant spike in demand. Fashion shows are critical to designer success and clients cannot afford even the slightest mishap.

Fashion GPS demanded a provider who could provide the performance throughput needed to consistently deliver a robust and reliable service, even under pressure.

**Solutions**

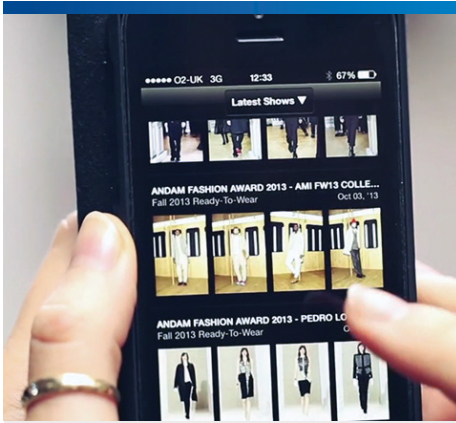
Fashion GPS chose Navisite to provide the colocation solution it needed for secure data storage. Using Digital Realty Trust’s state-of-the-art data center located at Woking in Surrey, Navisite offered a high security grade building, with high power and cooling density.

Navisite deploys sophisticated environmental controls to optimise performance and business continuity, designs custom builds to meet individual client requirements and utilizes state-of-the-art UPS services and proprietary monitoring software.

Navisite’s experience of working with clients in the fashion industry gave them first-hand insight into Fashion GPS’s unique and rigorous requirements. It understood the need for the highest security and was able to provide it via its ISO27001 certified data centers. Particularly important to Fashion GPS was Navisite’s adherence to the SSAE16 standard, which gave them added assurance that the highest level systems, policies and procedures were being used by all staff working in the data center. Along with providing Fashion GPS with the required security to meet their client’s demands, Navisite was also able to provide the throughput, uptime and response speeds needed to meet demand spikes.

## FASHION GPS

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One of Fashion GPS' largest clients, an international e-tailer, has seen up to 50 percent improvement in processing speeds with data upload speeds increasing by over 80 percent.

#### Results

Navisite supplied Fashion GPS with a solution which perfectly fitted their needs. The data they hold on behalf of clients is secure and they have the ability to deliver a consistent, reliable and robust service to clients, even during their busiest periods.

While Fashion GPS has been working with Navisite, clients have already reported on an improvement in performance. One of Fashion GPS' largest clients, an international e-tailer, has seen up to 50 percent improvement in processing speeds with data upload speeds increasing by over 80 percent.

Mark Bryce, Global Sales Director, Fashion GPS said: "We've already witnessed performance improvements that vindicate our choice of data center provider. Fashion GPS plans to establish a fully redundant disaster recovery solution at Navisite's UK data centers and we will continue working with Navisite for equipment and storage needs to ensure the company maintains its competitive edge and continues to deliver world class enterprise solutions."

#### Summary

Fashion GPS chose Navisite to provide secure storage for client data and reliable and robust services during peak periods. Using Navisite's services, Fashion GPS's clients are already enjoying faster performance speeds, throughput and greater reliability.

#### About Navisite

Navisite, Inc., a part of Spectrum Enterprise, is a leading international provider of enterprise-class, cloud-enabled hosting, managed applications and services. Navisite provides a full suite of reliable and scalable managed services, including Application, Cloud Desktop, Cloud Infrastructure and Hosting services for organizations looking to outsource IT infrastructures to help lower their capital and operational costs. Enterprise customers depend on Navisite for customized solutions, delivered through an international footprint of state-of-the-art data centers. For more information about Navisite's services, please visit [navisite.com](http://navisite.com) or [navisite.co.uk](http://navisite.co.uk).