

\_case study 0.1

# the badminton horse trials



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## OVERVIEW

The world famous Mitsubishi Motors Badminton Horse Trials celebrates its sixtieth anniversary from the 7th to 10th of May 2009 at the Duke of Beaufort's Gloucestershire park.

Preparations as ever are well under way for the event inaugurated by the previous Duke in 1949 as a springboard for future British Olympic teams. It has since become the most prestigious event of its type, and the one all the riders dream of winning. The programme this year will have a special supplement to commemorate this benchmark.

In many respects Badminton becomes even more important on the Equestrian Calendar during a post Olympic year, as the non European riders have no international championship to aim at in the autumn and so are sure to see it as their no. 1 target for the season.

## THE BUSINESS CHALLENGES

Badminton is an annual event spanning 4 days, and so online activity peaks during the preparations and the event itself. Preparations are made throughout the year but during the 6 month run up to the event in May, the team of event organisers relies heavily on their information and communications infrastructure.

Previously, the Badminton Team used a legacy POP3 server, which presented a number of problems. POP3 stores messages on the local client if you download them to your mailbox, and takes them off the server, which prevents the user from accessing these messages elsewhere. If there is no local backup routine, any PC failure means that mails and attachments are lost. POP3 does not provide any sharing or collaboration which can make meeting planning a convoluted process.

The Badminton Team needed a business communications infrastructure that allowed them to access their mails from anywhere, and to enable calendar and information sharing. Many of the staff need to work from their home offices, or onsite during event season, so the need for anytime, anywhere access to email is essential, and Proximity Hosted Exchange provides this with peace of mind.

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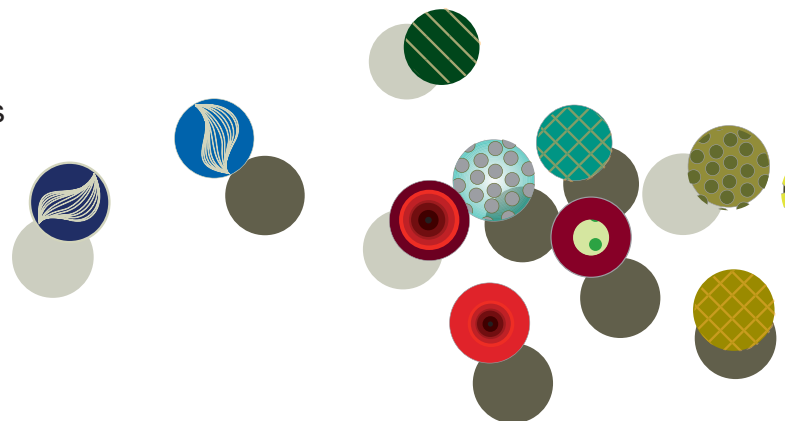
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## THE SOLUTION

The Badminton Team needed more than just a hosted email solution; they needed a partner who understood their requirements and who would be on hand to support them through the peak event period. Orchestrated by IT Consultants, ACP Solutions, they found that partner in Proximitum, who not only ensure their email is constantly available, but who have someone on site throughout the event to ensure everything runs smoothly from an IT perspective.

Phil Platts, Managing Director of ACP Solutions explains; *"We have developed a consortium of ITC experts to work with the Badminton team. As one of the largest outdoor events in Europe, Badminton requires the best. Proximitum don't just deliver secure, high quality services, but provide dedicated people upon whom we can rely."*

Proximitum provided a Hosted Exchange 2007 service with Outlook, that enables the Badminton staff to quickly and easily check availability of colleagues, meeting rooms, and shared resources by viewing multiple calendars side by side. Proximitum Hosted Exchange provides data security, keeping a copy of all of your data on your local client and another copy on the server. In the event of a computer failure, all mailbox data can be restored to the new computer.

Dedicated service and reliable support during the event season is paramount to the Badminton team, and the personalised service they receive from Proximitum is why this is Proximitum's second year supporting the team. A Proximitum representative can be onsite with the Badminton team within 30 minutes to provide IT support as required or provide instant remote assistance.

There are no upfront or hardware costs involved which means that the Badminton team can rely on enterprise class email during the event season, and scale back off-season, to ensure costs are managed in line with business.

New users can be added as and when required, which is particularly important during the event season.

Users can easily be deleted when their account is no longer required so only active accounts are paid for each month. This scalability is extremely beneficial to organisations that experience peak times.

*"Badminton Horse Trials regularly attracts 150,000 visitors year on year, enjoys major television coverage and over a million individual web visitors a year. E-communication has become a vital tool for our busy Event Management team. We felt that there were significant benefits to forming a relationship with a Managed IT Services Partner who would take a personal interest in the provision and support of our email and connectivity needs. We are highly impressed with Proximitum's dedication and tireless commitment to support our requirements."* Hugh Thomas, Director, Badminton Horse Trials Ltd.

## THE RESULTS

The Badminton Team have an IT infrastructure they can trust, delivering reliable business communications and understanding service.

### Stress free IT

Total management of email is ensured by Proximitum, leaving the Badminton Team free to concentrate on the myriad organisational requirements of the event

### Cost effective

No investment in hardware, backup software, backup tapes, anti-virus software and ongoing maintenance is required and the Badminton Team can add and remove users as necessary

### Exceptional service

The Badminton Team are delighted with the personal level of support they've received from Proximitum.

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[www.proximitum.com/case\\_studies](http://www.proximitum.com/case_studies)

Proximitum is a Microsoft Gold Partner who provision tailored Managed IT Services. Proximitum deliver a reliable hosting platform, tailored hosted applications and outstanding service. We ensure that your business applications are secure, protected and always available.

Our technical expertise is underpinned by more than 20 years experience in the IT services industry. This allows you to benefit from having your own specialised IT department - without the burden and high-end costs of managing this internally. Our customers receive sound advice and attentive service.

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