How **amatis Networks** helps a leading self-storage provider deliver an exceptional customer experience.

There are 1,432 Self-Storage facilities in the UK providing a staggering 42.2 million square feet of domestic and business storage. One of the leading providers in this sector is Ready Steady Store (RSS), who since opening their first storage facility in Leeds in 2006 have grown to be one of the top ten self-storage groups in the UK.

UK Self-Storage Market

1,432
Self-Storage
Stores

42.2m
sq ft of
Storage

693
Operators

£540m
Annual
Turnover

The Challenge

Ready Steady Store are a truly distributed business with over 10 facilities across the group as well as head office functions and a contact centre in Manchester. RSS is also a dynamic business, continually acquiring and divesting stores as it looks to generate value for stakeholders.

These factors drive a need for RSS to centralise systems, with each location having reliable and secure access to the shared applications and data. Flexibility and scalability is also key with a need to quickly roll-out system access to new facilities as and when required.

> *"As a business we aim to differentiate through our end-to-end customer experience. Having our contact centre and stores connected in real-time to the same systems is essential to deliver this."*
>
> **Mehran Charania, Director, Ready Steady Store**

What RSS were looking for was a specialist partner that could take them to the cloud, who would be their trusted advisor in a world where technology is changing at a relentless pace and deliver an end-to-end solution.

Why amatis

RSS struggled to find the right partner. Many of the providers they approached seemed to be focused on providing a 'one-size-fits-all' solution that was neither tailored to their specific needs nor capable of supporting a business that was continually evolving.

amatis was recommended by an independent consultant and from day one demonstrated a very different approach. They took the time to understand the needs of RSS, to present the pros and cons of each option and recommend what they truly believed was right for the company.

"At RSS we talk about a 'can do attitude' in the way we serve our customers; this is exactly what we found with amatis Networks. They clearly understand their business, have taken the time to understand our business and are always there, ready and eager to help us."

Mehran Charania, Director, Ready Steady Store

amatis also stood out from the cloud with their ability to provide RSS with a complete end-to-end private connectivity and cloud solution that met the key requirements of reliability, scalability and security.

Meeting RSS's Needs

By taking the time to truly understand their business, amatis have been able to deliver a solution and service that is fully aligned to what is important to RSS.

Expertise – RSS not only values the expertise amatis have in the technology they provide, but also the fact that they keep pace with technological advances, keeping them up to date with what is possible and looking for ways to add value to the business.

Security – keeping customer data secure is vital for RSS and a responsibility that amatis take seriously; this is met through an 'end-to-end' private solution, hosted in UK data centres and managed in line with ISO27001 certification.

Performance & Reliability – the amatis cloud is built on industry-leading Cisco technology and as such provides RSS with a high performance and reliable solution. By combining this with amatis connectivity, RSS gained a guaranteed end-to-end solution.

Scalability – the team at amatis have created a virtualised infrastructure that provides RSS with the level of agility they need; they are not only able to scale as they acquire and divest stores, but are able to quickly onboard new stores.

The Journey

amatis recognised the need to migrate RSS's systems to the cloud but to do so in a phased approach that would minimise disruption to the business. As such, their role was very much as a trusted advisor guiding RSS through every step of their cloud journey.

This journey started with the simple migration of key servers to amatis' highly secure UK datacentres. Step two was to virtualise this environment, building in both additional scalability and resilience into the solution. With applications and data securely managed within an amatis private cloud the next step was to secure 'data in motion' and this was achieved by enabling secure VPN access from all RSS locations to the centralised solution.

"We have real faith in amatis guiding us on our journey. They never rest on their laurels, but continue to be tuned to what our business needs are and looking for ways to improve the service and value delivered to the business."

Mehran Charania, Director, Ready Steady Store

This is demonstrated by the current phase of the journey which is taking RSS to a fully managed and private MPLS network that is capable of delivering a guaranteed end-to-end application solution.

The Value

"For us amatis has de-risked our journey to the cloud and continue to deliver significant value to our business in a wide range of areas."

Mehran Charania, Director, Ready Steady Store

With a cloud solution, RSS is able to deliver a differentiated service to its customers. The central contact centre team are able to view availability at every location and advise customers on the best options available to them. This service is then extended to each location with state-of-the-art security and access facilities as well as a system that enables in-store staff to better serve the customers.

Services Delivered

Solution Design

Private Cloud

Connectivity

Support

Cloud Backup

Security

Virtualisation

About amatis

We are specialists in cloud and connectivity. We work with our customers to understand their specific needs and deliver solutions that positively impact their business. We operate two UK data centres delivering a comprehensive range of private cloud services. This is complemented by our own carrier-grade network that enables our customers to securely connect all of their locations to the cloud and for us to deliver an end-to-end solution that guarantees delivery of customer applications.