



ADAM MATTHEW DIGITAL

AM Adam Matthew
A SAGE Publishing Company

Location

United Kingdom

Industry

Media & Internet – Publishing

Website

www.amdigital.co.uk/

Solution

Private Cloud

COMPANY OVERVIEW

Adam Matthew Digital is an academic publisher based in the United Kingdom. It has been an independent subsidiary of SAGE Publications since 2012. The company specialises in online primary source databases and curated collections for the humanities and social sciences. It focuses on humanities-based materials with the belief that at the heart of education is the freedom to think critically with the help of the latest technologies. It reimagines primary sources to empower current and future generations to challenge, analyse and debate.

Adam Matthew Digital is known for its award-winning products providing access to global leading archive and library collections online. Based in Wiltshire, the company has over 100 employees and primarily distributes its products across the United Kingdom and North America. It has longstanding relationships with various Libraries and Archives such as the British Library, The Victoria and Albert Museum, The New York Public Library, and many more.

Over the last two decades, the company has overcome many challenges in developing its products in line with the move to digital archives and publishing.



BUSINESS CHALLENGE

Adam Matthew Digital has been in partnership with Aptum for several years, first starting its engagement back in July 2010 when Adam Matthew Digital was starting to significantly expand its product portfolio. As the number and type of products and services expanded, so too did their need for managed hosting. They chose Aptum to replace their incumbent provider who was unable to provide the company with the expert time and tailored approach they needed for business growth and product expansion.

Glyn Porritt is a Technical Services Manager at Adam Matthew Digital. Having been with the company for 20 years, Glyn has been instrumental in the digital development of the company and has helped shape it into the business it is today. He is the main point of contact within the company for such partner organisations and has seen the company scale up its operations year on year.

With collections under constant development to reflect both technical advances and customers' expectations of hosting, functionality, and industry standards, it is Glyn's job to help ensure Adam Matthew Digital meet and exceed these demands, overseeing the maintenance and support of existing platform services and the integration of those relevant technical partners.

"Before we partnered with Aptum, we felt like we were being treated unfairly, like a small fish in a large pond, and we were not getting the attention we deserved with our previous provider. We were put in contact with the team at Aptum and from our first interaction, we knew we were getting the time and attention we needed to achieve our business goals." – **Glyn Porritt, Technical Services Manager**

IN-HOUSE TECHNICAL EXPERTISE

Adam Matthew Digital lacked the technical in-house expertise to sufficiently manage the data operations. It wanted to build its own software team and give them the tools and the back-office support they needed to expand their expertise, without the burden of implementing and managing the infrastructure and servers.

To allow the team and the organisation to focus on delivering business value for its customers, it needed a managed hosting partner that would take away this stress and allow the team to focus on the work that is critical to business success and growth.

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MIGRATION BETWEEN DATA CENTRES

One of the challenges the company faced was the migration between two data centres. This migration had to be conducted within a tight timeframe, which required them to quickly move its existing data from one data centre to another. To achieve a smooth and seamless migration, expert assistance was needed.

For Adam Matthew Digital, data is the backbone of its products offerings. It was of the utmost importance that data was securely migrated without any damage or loss. After migration, it was also imperative that its data was securely stored and wasn't at risk of being corrupted or lost.

One of the concerns for the company was the commissioning of its SAN discs in the migration. With the huge amount of data that needed to be audited and provisioned, physically copying and migrating this data was going to be challenging if carried out by the in-house technical team. This was partly because it had a limit on the bandwidth that would have restricted that level of data replication.



SOLUTION

Having worked with Aptum for years, Adam Matthew Digital knew they would be able to carry out this migration to a high standard given Aptum's ability to tailor its range of managed hosting resources. They knew that Aptum would be able to give them secure managed hosting that would ensure their data was safe.

Aptum put in place a solid strategy-first plan when managing the migration. Throughout the process, Aptum checked in at regular intervals and benchmarks to ensure that everything was running smoothly and was meeting Adam Mathew Digital's high expectations and standards.

STORAGE OF DATA IN THE MIGRATION

The safe storage of its data was essential both during the migration and once it was finished. This migration was a huge undertaking and Aptum was able to ensure that no data was lost despite the tight turnaround.

Aptum's dedicated network between the two data centres meant all data was kept up to date using near real-time replication. This not only provided zero data loss during the migration but also provided a robust roll back process in the event anything untoward happened during the cut over.

For Adam Matthew Digital, it was vital that the migration caused as little disruption as possible. Aptum managed every technical aspect of the move and hosted all business-critical, non-back-office applications meeting its guaranteed 100% uptime Service Level Agreement (SLA).

The continuation of Aptum's managed services within Adam Matthew Digital has allowed the team to focus on their business and innovation goals without the responsibility of managing its data servers.

BUSINESS BENEFITS

As a global hybrid multi-cloud managed service provider, Aptum was able to deliver complex and tailored solutions across a fully managed, high-performance network. With a 20-year history of helping over 1400 customers, Aptum was able to provide a wide range of managed hosting services to help Adam Matthew Digital manage its data and meet its business objectives.

With its extensive knowledge of both hybrid and multi-cloud hosting services, Aptum was able to provide the right support for Adam Matthew Digital and help them unlock their full potential as a business.

Adam Matthew Digital also took this opportunity to consult with Aptum on their existing public cloud solution, AWS. Understanding the added value of Aptum's enhanced Cloud support solution architect network as well as the Cloud software analytic platform Adam Matthew Digital made the decision to move their AWS services to Aptum allowing them to maximize the utilization of these services.

TOTAL TAILORED SOLUTIONS

Aptum's total solution was tailored specifically to Adam Matthew Digital. Considering everything the team needed to succeed, Aptum implemented solutions that would allow it to achieve its business goals without having to compromise on security and data management.

As a result, Adam Matthew Digital was able to store, manage, and secure the critical data that is integral to the business operations. It was able to continue giving its customers the products and services they needed without compromising its archives. The personalised experience Adam Matthew received catered to its business needs with its goals being the focal point of all planning.

EXCEEDING EXPECTATIONS

The team at Adam Matthew Digital were always well informed of the progress and stages through the regular meetings with the Aptum team. These meetings started off weekly and became more frequent closer to the migration date. Aptum gave the team their undivided attention throughout the process and was on hand to answer any queries or concerns. A meticulous level of planning went into the migration and every step was accounted for.

"When things are going well, it is just business as usual. As soon as anything goes wrong, you want that relationship to be an extension of your team. That is where we have been so fortunate with Aptum. Our Technical Account Managers at Aptum have always been fantastic with their availability. They jump on a task at a moment's notice and immediately understand the problem, which has allowed us to focus on delivering our business outcomes." – Glyn Porritt, Technical Services

PRIVATE CLOUD

Experience the freedom to choose your business cloud. Easily deploy custom computing environments for application development and data delivery. Usage and capacity-based pricing, complemented by our advisory technical architecture consulting and post-deployment support.



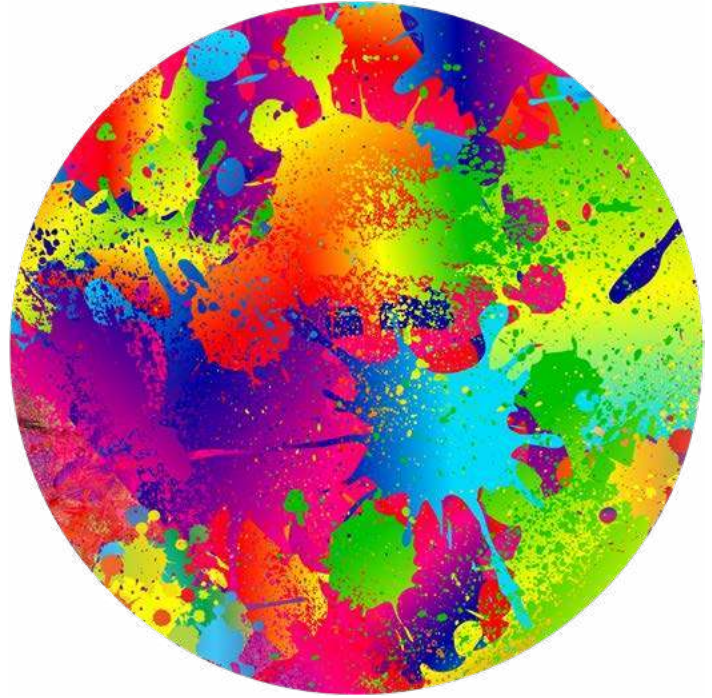


CONCLUSION

Through Aptum's total tailored managed hosting solutions, expertise and business knowledge, Adam Matthew Digital could focus on its business growth and objectives. The team were able to prioritise the development of products in line with customer expectations. Adam Matthew Digital could fulfil its full potential as a business with the challenging technical management of its data centre migration performed with the assistance of the dedicated Aptum team.

Compared with its previous managed hosting provider, Adam Matthew Digital had trust in Aptum and felt at ease not being involved in the migration process. With their knowledge, experience, and expertise, the team at Aptum knew exactly what needed to be done to simplify the process and make the migration as seamless as possible. Aptum's priority was ensuring Adam Matthew Digital experienced as little disruption as possible, allowing the team to continue their day-to-day operations.

"The dedication shown from Aptum has been maintained throughout our partnership which has allowed us to grow alongside each other which has been the best outcome we could have asked for." – **Glyn Porritt**,
Technical Services Manager



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ABOUT APTUM TECHNOLOGIES

Aptum is a global hybrid multi-cloud managed service provider delivering complex and high-performance cloud solutions with an integrated secure network. Using its Data As Infrastructure™ approach, Aptum solves complex technology challenges with total solutions and tailored options that drive tangible business outcomes and maximize the value of its clients' technology investments. Aptum's cloud and global network solutions, underpinned with expert managed and professional services, offer genuine choice and adaptability with international reach spanning North America, Latin America, Europe and the United Kingdom. Aptum is a portfolio company of DigitalBridge, a global investment firm dedicated to strategic opportunities in digital infrastructure. For more information, visit www.aptum.com.

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