

# CUSTOMER SOUNDBITE | RETAIL SECTOR

## THOMAS PINK

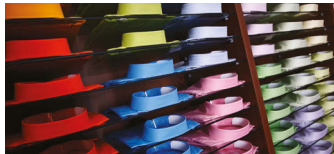
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### LINE OF BUSINESS

Shirt retailer and manufacturer – part of the LVMH Group.

### REQUIREMENT

Colocation of entire IT estate, moving the server room from Thomas Pink's then head office at Battersea into a central London data centre location.



**PINK**

SHIRTMAKER  
LONDON

### RATIONALE

There were a number of reasons for the move, with Thomas Pink keen to:

- Put an end to the network instabilities and outages caused by the environmental issues surrounding the Battersea area i.e. a high degree of invasive and disruptive building work
- Deliver a higher standard of network performance and resilience to better support its UK and international stores, especially in critical areas such as payments
- Use the inherent scalability of colocation to allow for a more agile, more cost-effective expansion in line with its store growth targets
- De-risk and expedite a likely future office move, minimising loss of trading hours
- Work on a phased programme, with the initial lift and shift to be followed by a programme of system modernisation and optimisation
- Build a long-term supplier partnership based on collaborative consulting, a broad service portfolio and strong personal chemistry.

### CLIENT VERDICT

**“The stakes were high – we had forty odd stores that needed to open on Saturday morning – but come close of business on the Friday, everyone was so well drilled, so diligent, so professional, that we were ready to go just over 12 hours later.”**

**David Van Eck,**  
Head of IT, Thomas Pink

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### CLIENT VERDICT

"I think the biggest compliment I can pay to Redcentric was that the move across to a colocated set up was really no big deal. The stakes were high – we had forty odd stores that needed to open on Saturday morning – but come close of business on the Friday, everyone was so well drilled, so diligent, so professional, that we were ready to go just over 12 hours later – all we had lost was a few hours' trading on the US West Coast.

The calmness and control was in evidence from the start though. The Redcentric team properly listened to what we needed, were consultative rather than prescriptive and together we mapped exactly how this was all going to go.

I was reassured by the experience and the knowledge available to me, which tended to manifest itself in a 'can-do' attitude and a 'get on with it' approach.

When you've got a very high stakes weekend to deliver, these are definitely the guys you want by your side.

Even when we threw them a bit of a curveball with an office move unexpectedly thrown into the mix, it didn't matter. We went live the first weekend, moved offices the following one: with all the servers safely in the Redcentric data centre, we moved over 90 staff and had them all online within 24 hours.

Thomas Pink has some serious expansion plans and the IT will need to align with that growth. In Redcentric, we believe we have a true partner that can grow with us and support us in the development of our multi-channel strategy. I'd put my shirt on it."

DAVID VAN ECK,  
HEAD OF I.T. – THOMAS PINK

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