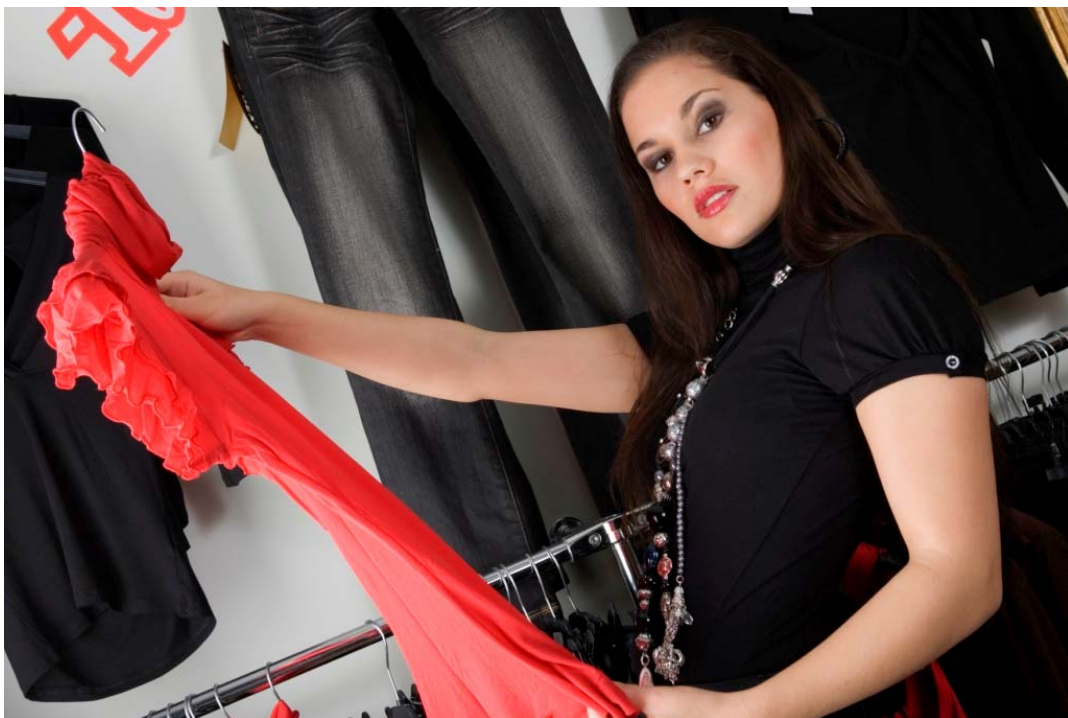


Managed Services –  
Fusion Consulting : Fashion and Design Recruitment



# IT Managed Services Headhunted by Fashion & Design Recruitment

Fashion and Design Recruitment Consultancy makes International  
Breakthrough with help of Managed IT solution



**“By taking care of our IT systems, Cantono allows me to concentrate on my real role in building up our consultancy business.”**

Alex Pescott, Managing Director – Fusion Consulting



## Business Challenge

### A Highly Competitive Business

Recruitment Agencies work in a highly competitive sector, never more so than when head-hunting for fashion, design and retail roles, where a single high performing name can make or break even a major business.

Today a flexible, reliable IT system is an essential underpinning for this activity. Clients and candidates alike expect instant responses to emails. Agencies need to have ready access to key information on their contacts, while at the same time keeping this all-important data safe and confidential. Fusion are no different in this respect

### Need to Expand Internationally

Above all, in an increasingly international business, Fusion needed IT to be able to cope both with key staff with their needs for mobile IT, and with the need to open new offices abroad at short notice.

### In-house solution no longer adequate

Whilst for the first five years, Fusion maintained their own IT systems in-house, by 2003 it was becoming clear that this was a less and less viable option

Fusion's MD and co-founder Alex Pescott commented: "I take a keen interest in technology, and I like to be an early adopter, but my main priority is to build up the business. To do this, I need to free up my time for business needs other than IT."

### The Business Requirements

Fusion were looking for a solution which:

- Managed and took responsibility for all of their IT requirements, allowing them to concentrate on building up their fashion and design recruitment consultancy.
- Allowed secure-flexible access to employees working away from their main London office (whether travelling, at home, or in branch offices) .
- Used industry-standard technologies, whilst allowing them to embrace leading-edge solutions where appropriate.
- Offered higher levels of service and reliability than an in-house solution.



### About Fusion Consulting

With headquarters in Soho, London, and branch offices in New York and Stockholm, Fusion Consulting is a full service recruitment business operating entirely within the fashion, retail and lifestyle sectors across Europe, and increasingly globally.

They specialise in recruitment of staff covering design, creative direction, product development, wholesale sales, marketing, and head office buying & merchandising up to managing director level.

Since their launch in 1998 Fusion have provided recruitment services and consultancy to retailers, suppliers and fashion brands across Europe; they combine consultancy with established recruitment search processes to assist company re-structures, flagship store openings, relocations, growth strategies and brand launches.

### Fusion's Client Base

Fusion's growing and increasingly international list of clients includes such well-known names as: Dolce & Gabbana, Juicy Couture, Disney, Puma, Tanner Krolle, Monsoon, Outdoor Group, MkOne, Animal, Polo Ralph Lauren, Donna Karan, Wacoal, Charles Tyrwhitt, Lulu Guinness, JLindeberg, Whitestuff, M&S, Berghaus, John Richmond, Urban Outfitters, Playboy, Madame V , Bruuns Bazaar, and Lacoste

[www.fusion-consulting.com](http://www.fusion-consulting.com)

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Alex Pescott



## Solution

Fusion's requirements pointed to a fully hosted and managed solution. For the past 18 months, this has been managed by Cantono.

### All Solutions Hosted

All Fusion's applications are hosted securely at Cantono's data-centre, from the standard Microsoft Office and Email Exchange services, to applications such as Sage (for accounting) and Microdec Profile for the all-important client and candidate information.

All support issues relating to the main Microsoft applications are managed by Cantono, including ensuring that upgrades, and patches are applied. Where access to systems is required by Sage or Microdec, Pescott noted that, "Where they need to have access to the system, this is handled smoothly and professionally".

### No need to hold data locally

Cantono's hosting of the data brings a number of advantages. Fusion can be confident that data is fully backed up, in accordance with the agreed service levels. The absence of local data means that Fusion can use thin Citrix clients which, require less maintenance and space and also use-up less energy.

As Pescott says: "Given today's concerns, it is an added bonus that, in using less energy and office equipment that lasts for longer, the solution is genuinely greener."

### Easy Secure Access from anywhere in the World

Fusion's expanding global business was bound eventually to require the opening of offices overseas. Pescott comments: "Whereas in the past this would require lengthy and expensive processes to order lease lines, set up WAN connections and configure systems with a managed solution, any satellite office with a PC and access to Broadband can be online in minutes, with full, secure access to our main systems and data."

The same goes for anyone needing to work from home, or to access systems while on the move. When Fusion decided to go international, Pescott naturally found himself doing a lot more traveling:

"I find it amazing that I can be sitting in a hotel in, say, LA and access our systems as easily as I could from the office."

The system provides other securities: "If there is a Tube strike, or bad weather, I can tell all of my staff to stay at home, safe in the knowledge that they will be able to log in and get the job done."

### Overall Reliability

Overall, Pescott has been extremely pleased with the solution, and with the level of service provided:

**"There is no such thing as problem-free IT. What really matters is that any issues are dealt with promptly and professionally."**

Alex Pescott

### Solution Summary

- Microsoft Office (hosted)
- Microsoft Exchange Server 2003 (hosted)
- Microdec Profile Recruitment Software (hosted)
- Sage Accounting systems (hosted)
- Microsoft Outlook Web Access
- Linux-based thin Citrix Terminals
- Managed BlackBerry service for key staff

## Benefits

### Managers freed to concentrate on the business

- All day-to-day issues are fully managed and coordinated by Cantono, including backups, firewalls and software upgrades

### Access to the data from anywhere in the world

- Staff can access their key data and applications from anywhere with Internet access, whether travelling or working from home.
- New offices can be opened overseas with just a PC and a broadband Internet connection. This has greatly aided Fusion's expansion.

### Keeping pace with Technology

- The solution is based on industry standard technology (software, hardware and communications).
- New technology (e.g. BlackBerry) can easily be integrated into the managed service.

### Access to a wider range of technology and support skills

- Cantono's wide range of skills greatly surpass those of a small company with no specialised IT staff.
- Support for key *infrastructure* issues is available 24x7.



From its London Soho offices, Fusion is expanding across the world.

**“The Cantono solution has helped us to become an international player. It’s important to know that, from an IT perspective, we could easily open an office anywhere in the world tomorrow if we needed to.”**

**Alex Pescott**

This solution was delivered by NSA Solutions, which is now part of Cantono.

**020 7653 9000**

**[www.cantono.com](http://www.cantono.com)**

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