



## Case Study: True Potential

**true potential**

*“True Potential provides services and software tools for the Financial Industry, including software for e-applications, quotations, illustrations, reporting, legislation and customer relationship management.”*

### **Customer: True Potential**

**Website:** www.tpllp.com

**Number of employees:** 60

**Country:** UK

**Industry:** Financial Services

### **Customer Profile:**

Highly rated for providing intuitive software platforms and strategies to its IFA customers and helping them to better their consultancy services.

### **Software and services:**

- Microsoft software suites
- Virtualisation
- VMware ESX Server
- HP Blade Technology
- EMC SAN
- Cisco switches and firewalls

### **Business Needs**

True Potential is a dynamic and innovative software provider for the Financial Industries. With award winning software platforms, True Potential allows its customers to effectively and seamlessly manage client relationships and ultimately create the perfect sale.

After a series of new product developments by True Potential, the company needed extra ICT resource. Expansion of its hardware was required to match the rapid growth of the company and the increasing needs of its clients.

Knowledge was the perfect partner to service True Potential. Able to easily demonstrate its experience and expertise in delivering bespoke and complex infrastructures, Knowledge also specialises in the robust disaster recovery solutions that True Potential was looking for.

### **The Solution**

At this initial stage of the project, Knowledge developed the Infrastructure Design, allowing the pre-install report to be completed, agreed and signed off by True Potential.

### **Phase 1 – Project Initiation**

At this initial stage of the project, Knowledge was able to develop the Infrastructure Design, allowing the pre-install report to be completed, agreed and signed off by True Potential.

### **Phase 2 – Infrastructure Provisioned**

During this preparatory phase, Knowledge assigned data centre racks and adequate power for the project. Communication lines were also provisioned and hardware and software ordered.

### **Phase 3 – Infrastructure Build**

This was the main phase of the project where Knowledge configured, provisioned and installed the firewalls, switches, SAN, servers, virtual servers and uploaded data.

### **Phase 4 – Test and Acceptance**

In this later phase, Knowledge began to connect the infrastructure via VPN and then connected the infrastructure SQL, Hardware and VMware. This phase also involved testing to ensure connectivity as a client to web interface.

After these four phases, the client was able to successfully connect to the new and improved infrastructure and operations could go live.

## The Benefits

Able to work within budget and on time, Knowledge delivered an entirely bespoke and secure solution for True Potential. With a bigger and faster infrastructure in place, bolstered by new hardware, True Potential now benefits from long-term cost savings through Knowledge's managed services.

The infrastructure was also designed to evolve with the increasing product portfolio and I.T demands of True Potential – allowing the business to concentrate on its core offering and harness its place as market leader. Taking only 4 weeks from initial design concept to completion, True Potential was able to seamlessly go live, with no disruption to business.

Steven Thornton, DBA at True Potential said:

*"We thoroughly enjoyed working with Knowledge I.T. They introduced us to VMware technology, which was perfect for our business needs. The entire project*

*was delivered seamlessly and with three significant expansions in the business since the install was completed, we have continue to work with Knowledge I.T on a regular basis."*

### Improved storage

The vCenter Server detects the capabilities of a storage device, making them visible and easier to select the appropriate storage disk for virtual machine placement. This means True Potential can be fully operational, with optimal performance and support in place, and still be able to expand its storage virtually without limit - helping to decrease operational effort associated with the provisioning of machines and free-up time to focus exclusively on product development and business growth.

### Availability

Now on a cloud-optimised availability platform, True Potential has 24/7 availability. The mirrored system replicates data storage to one of Knowledge I.T's

data centres and also gives True Potential complete Disaster Recovery capabilities. This means this business can continue to rapidly expand with the confidence that it has 100% up-time guaranteed, so there will be no disruptions in day-to-day operations.

### Increased resilience

Knowledge data centres are one of only a few in the UK to hold the ISO 27001 (Information Security Management System). This means True Potential now benefits from one of the most robust and secure infrastructures and back-up systems available. Constantly cloning, synchronizing and delivering real-time replication, the system offers complete peace of mind for business continuity and growth; ensuring True Potential's most vital assets have complete protection.

**KNOWLEDGE I.T**

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CONSULTANT

**EMC<sup>2</sup>**  
**VELOCITY**  
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PARTNER

  
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