

# backbone case study

Client  
Services  
Location  
Size  
Sector  
Website

**Serious Ltd**  
Road to Work—Hosted Desktop  
Central London  
15 Staff  
Music Promotion  
www.serious.org.uk



*“The roadto work service has revolutionised our working practices and given all staff a level of remote accessibility previously impossible...”*

Client Profile	Serious produces live music events. We work with a wide range of musicians and composers from all over the world and have a reputation for creating exciting collaborations and commissions.
Situation	<p>Following a recent office relocation Serious felt it was time to renew the existing IT infrastructure. They needed to review all equipment including both back office critical devices, networking infrastructure and desktop devices.</p> <p>Serious recognised this as the ideal time to review their backup and storage strategy. Ideally a more robust solution would need to be sought one which offered off site back-up together with business continuity benefits.</p> <p>They also wished to benefit from Blackberry technology in order to facilitate more flexible working arrangements and a faster response to their customers.</p> <p>Serious were seeking a solution which enabled them to benefit from advances in technology as and when they occur without the need for large periodic capital expenditure.</p>
Solution	<p>Backbones' <i>Road to Work</i> solution was ideal for Serious Ltd.</p> <p>Road to Work is a hosted desktop and server solution designed and operated by Backbone. Serious Ltd benefit from a server and desktop environment which is hosted from one of the worlds most secure and resilient datacentres.</p> <p>As a managed service Road To Work benefits from</p> <ul style="list-style-type: none"><li>• A fixed cost with no ugly surprises</li><li>• Minimal start up costs</li><li>• Little or no requirement for capital expenditure</li><li>• Automatic Software upgrades, security patches and hotfixes</li><li>• Superior uptime and service availability</li><li>• Tailored to meet your needs</li></ul> <p>This solution drastically reduced the investment required in new IT equipment, off site storage and unparalleled uptime come as standard. Backbone even provided a hosted Blackberry solution as part of the package.</p>
Client Comment	<p>“The team at Backbone respond quickly and efficiently to queries. The roadto work service has revolutionised our working practices and given all staff a level of remote accessibility previously impossible. In short backbone has been good for our business.”</p> <p>Ope Igbinoyemi—Serious Ltd</p>