



## Case Study

# 7global

MANAGED SERVICES

## 7global gives VSc a bigger market to play for by offering its customers more options



### COMPANY

VSc  
www.vscsolutions.com

### INDUSTRY

Logistics/Supply Chain Management

### SERVICES

7global Managed Hosting Services for ISVs

### BENEFITS

- Offer a new way of buying software - quickly, easily and affordably
- Fully scalable and flexible solution
- New markets to play for and a way of attracting smaller customers with modest budgets
- Focus on core business of developing and managing applications

VSc Solutions, based in North Yorkshire, is a market leader in ERP software solutions for supply chain management. VSc, which stands for Virtual Supply Chain, prides itself on helping its customers gain more control and visibility over their stock as it moves through distribution from the point an order is taken, to dispatch and delivery.

The company, an IBM preferred supplier, has been providing dynamic software to a broad array of supply chain enterprises for more than 25 years. Today, the VSc Solutions Suite provides the capability for executing a complete supply chain enterprise including collaborating with customers and suppliers for wholesalers/retailers; third-party logisticians; business process outsourcers and virtual enterprises.

### A new way to sell software

Recognising that many of its potential customers had little or no existing IT infrastructure, had legacy IT systems that would be expensive to replace; or viewed supply chain management as a non-core business activity, VSc decided early on to investigate offering a hosted, pay-per-use software-as-a-service option to make it easy and inexpensive for new customers to invest in its solutions.

By offering customers the chance to spread payments for their software over long periods of time, while letting someone else own, run and manage the applications and the supporting IT systems, VSc would be able to address organisations' IT budget restrictions, whilst removing the maintenance and administration burden and the need for customers to invest in their own computer infrastructure.

"This meant we could offer enterprise-class software to businesses with just 5-10 users, at a very affordable entry point," notes Trevor North, Operations Director at VSc Solutions.

### The right partner

Initially, VSc approached IBM to see if it could help the company offer a hosted option for its software. Recognising the highly specific nature of VSc's needs, however, IBM introduced the company to two specialist hosting companies, including Managed service experts 7global.

"7global are everything we ourselves are responsive and flexible. They are highly professional and a pleasure to work with. We've been very impressed indeed."

- Trevor North, Operations Director, VSc Solutions

VSc hasn't looked back. Once the two companies had been introduced back in 2000, Trevor knew there was an immediate fit. "It was a true meeting of minds," he says. "7global knew exactly what we were trying to achieve, and gave us an immediate confidence that they were the right partner."

### More than co-location

Specifically, 7global was offering much more than a co-location service where a software provider merely rents the use of a remote hosting company's data centre space, where it then houses its IT systems.

"We wanted to be able to offer our software-as-a-service, or as an ASP offering as it was called then, which meant the customer wouldn't need to have their own IT infrastructure but could simply access the functionality they needed on a per seat or per month usage basis," Trevor explains. "Just as our customers didn't want to have to worry about anything that was going on behind the scenes, neither did we."

VSc therefore sought a truly managed service - where the host company would look after all infrastructure-related issues, from network performance to anti-virus protection and other security measures. "7global looks after all of that for us. They have all the security we need - it's like a wall around 7global - so it's something we don't have to think about," Trevor adds.

### Focusing on core strengths

Initially, VSc signed a three-year contract with 7global, but the arrangement has worked so well for VSc's customers, and Trevor is so happy with the service he is receiving from 7global, that he signed another five-year contract just two years into the existing one. To ensure he was doing his job properly, he considered other options at this point too, but says he couldn't find any other provider that came

close to offering the service the company enjoys from 7global.

"Many companies offer co-location services, where we could put our equipment on their racks where it would be managed for a fee, but with 7global we don't actually own any of the equipment, which gives us lots of flexibility and scalability," Trevor explains. "7global owns everything, so all we have to concern ourselves with is our software. This means there are clear lines of responsibility, too - we manage the applications for our customers and nothing else."

### Winning new business

Today, VSc has over 220 users procuring their software on a pay-per-use basis, only one of the clients being an existing VSc customer. "While we'd like to think we would have won the other clients' business anyway, the ability to offer the software as a service made the job of selling the solution much easier."

"7global allows us to provide enterprise-quality software to customers of any size and circumstances - quickly and easily," he adds.

While it's hard to put a financial value on the benefits of this, Trevor notes that being able to offer subscription-based access to software is opening new doors for VSc and its customers. "Now we have the flexibility to offer our applications to clients in a number of different ways, which improves our proposition," he says. "This takes us into markets where otherwise we might not get a look in."

As for 7global as a service provider, Trevor says he can't fault the relationship. "7global are everything we ourselves are responsive and flexible. The people are highly professional and a pleasure to work with. We've been very impressed indeed."

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#### About VSc Solutions

VSc Solutions has over 25 years' experience in providing dynamic supply chain fulfilment software to wholesalers, retailers, third party logistics organisations, business process outsourcers and virtual enterprises. Wholly owned by Super Group pty, one of Africa's largest logistics companies, VSc Solutions is an IBM Premier Partner for distribution and warehouse solutions for mid-sized companies. For more information, visit [www.vscsolutions.com](http://www.vscsolutions.com).

#### About 7global

7global partners with its clients to deliver part, or all, of their mission critical IT infrastructure and application requirements. This enables them to focus on managing their core business and benefit from significant cost, time-to-market, security and staffing advantages. This service delivery capability is targeted at end user organisations, independent software vendors, systems integrators and value added resellers. For more information, visit [www.7global.com](http://www.7global.com).

**7global**  
MANAGED SERVICES

**Headquarters**  
Regents Place, 338 Euston Road  
London NW1 3BT  
Tel: +44 (0) 20 7544 8528  
[info@7global.com](mailto:info@7global.com)

**Network Operations Centre**  
The Old Bank Of England Building  
31 Castle Street, Liverpool, L2 4GL  
Tel: +44 (0) 151 906 0100  
[www.7global.com](http://www.7global.com)