CASE STUDY

THE CLIENT

The Lawn Tennis Association (LTA) is the national governing body of tennis in Great Britain, the Channel Islands and the Isle of Man. It's objectives are to promote and develop tennis and to advance and safeguard the interests of the sport. Founded in 1888 it is now headquartered at the new National Tennis Centre in Roehampton.

> **Players, Members and Staff have easy and quick access to any information they need when they need it, from wherever they are, on a scalable intelligent cloud platform.**
>
> **Steve Johnson – Head of Development, Technology**

INDUSTRY
Not for Profit

LOCATION
United Kingdom

NUMBER OF USERS
450 Employees

CUSTOMER SIZE
Enterprise

INTELLIGENT CLOUD REQUIREMENT

The LTA has a turnover in excess of £60 million, over 450 employees and more than 250,000 individual members across the UK, as well as hundreds of volunteers who work for the Association periodically. The LTA's mission is to get more people playing tennis more often. Investment into the game is critical in supporting the LTA's strategic priorities to deliver this mission.

EXPECTATIONS

- Re-architect legacy web and data platform
- Full migration utilising Azure IaaS
- Cost-effective solution
- Highly available with geo-redundant
- Disaster recovery and backups

RESULTS

- Intelligent cloud platform
- Ability to utilise new Microsoft technology in the future
- Agility and scalability in times of high demand
- Optimising the environment saving **31.5%**.

UTILISING THE MICROSOFT CLOUD TO DELIVER AGILITY AND STABILITY

The LTA needed to improve the performance of its website and CRM system, which was previously hosted by a co-located data-centre provider. With ageing infrastructure and regular performance issues having an impact on the online services being delivered to its users, the LTA recognised that there was a need for change and this was the first phase of a new digital transformation program. To support their vision, they needed a 21st-century intelligent cloud platform. Having undertaken a selection process, they selected Atech to carry out a detailed assessment of other public cloud providers and it was clear that Microsoft Azure offered the best technology, in addition to aligning with the technology roadmap of the business for the future.

By selecting Atech to perform their Azure migration, the LTA reduced the risk of migrating to the cloud through the experience and expertise shown by Atech during the selection process. Atech had a clear strategy and migration plan that followed four key phases leading to a successful migration.

- Phase One - Technical workshop held with the LTA to gather and detail their requirements.
- Phase Two - Technical project plan and business case created including ROI for the project.
- Phase Three - Proof of concept created, with full User Acceptance Testing (UAT) carried out to mitigate disruption.
- Phase Four – Implementation of the migration plan, delivered seamlessly with minimal business impact.

After the successful migration, the LTA now has a highly available platform, delivering SLAs of 99.95%. The environment is designed to ensure the highest levels of performance are maintained during tournament season, which can see the daily number of visitors using the platform increase to tens of thousands. By designing the solution to be highly available with geo-replication resources it ensures the business is compliant from a governance perspective whilst meeting and exceeding its business continuity objectives.

NEXT STEPS

The 24x7x365 ongoing support provided by Atech is delivered and managed by our team of Microsoft certified professionals. Included in the support service are quarterly optimisation reviews giving the LTA a regular detailed overview of all new releases from Microsoft to help improve their new cloud platform.

24x7x365
Ongoing
Support

PARTNERING WITH YOUR BUSINESS TO DRIVE DOWN COSTS

After the redesign of the environment and migration into Microsoft Azure, Atech has worked closely with the LTA recommending new feature releases and optimising the environment saving **31.5%**. This is part of our standard cloud-managed service package.