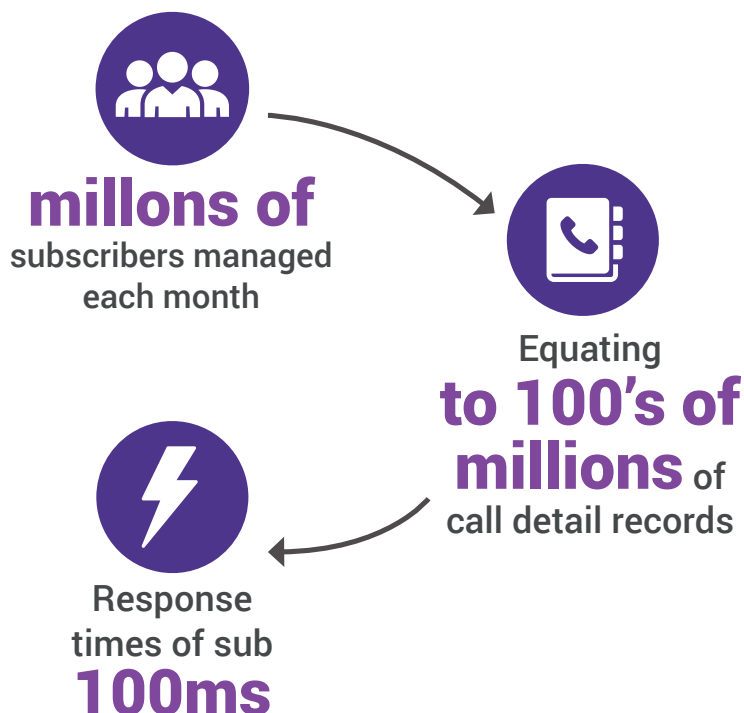# How **amatis Networks** has helped a software & services company achieve seven years of sustained growth.

Every time you use your mobile phone it is likely that your call request will pass through a Lifecycle Software service. For over two decades Lifecycle has been delivering leading-edge billing and CRM solutions to telecommunications operators, internet service providers and utility companies. Lifecycle deliver high-availability Software-as-a-Service solutions for provisioning, billing, fraud detection and credit management to both mobile and fixed line operators and utility companies.

millons of
subscribers managed each month

Equating
to 100's of millions of
call detail records

Response times of sub
100ms

The Challenge

Lifecycle was utilising a number of different data centres to host their SaaS services. The environment in each of these was proving to be unstable to varying degrees and was impacting Lifecycle's promises to customers and posing a major challenge to growth.

> *"We needed to change our approach to hosting our services and were looking for a provider that would work with us to architect a highly reliable cloud environment with low-latency connectivity."*
>
> **Kim Craven, Managing Director, Lifecycle Software**

Lifecycle was not just looking to solve an immediate problem; they wanted to find a partner that would support their longer-term business strategy by creating a foundation infrastructure that could scale, be highly dependable and secure.

Why amatis

Lifecycle conducted a comprehensive review of potential providers. They selected amatis based on their technical capabilities, but more importantly, on the strong sense that amatis was the team they could work with to achieve their business aspirations.

"We are a software company, not a networking and data centre company. amatis demonstrated deep rooted competence in these areas that complements and augments our skill set and enables us to focus on our core business."

**Kim Craven, Managing Director,
Lifecycle Software**

For a business that needs to deliver sub 100ms latency on its services, amatis' ability to provide both data centre and networking services was a big bonus. The amatis exiting, closely coupled network has connectivity into the major operators has been key in delivering' to 'is able to deliver a highly responsive cloud service while amatis' interconnected data centres deliver a highly-resilient solution.

The Journey

amatis has guided Lifecycle through a journey that has enabled them to continually grow their business and deliver service value to their customers.

The first step was to migrate Lifecycle's existing infrastructure to a colo environment within the amatis Reading data centre with the required connectivity.

With a need to scale the platform and build in additional resilience, amatis architected a solution that leveraged Cisco UCS compute and Tintri storage to provide the required capacity and flexibility. The solution was virtualised across amatis data centres in Reading and Newbury to provide a highly resilient platform that was able to support an 'always on' environment.

amatis has also advised Lifecycle on securing their environment and protecting their customers data. The solution is secured by a Next Generation Firewall providing both intrusion detection and advanced malware protection.

Lifecycle is a business that does not stand still and as they continue to grow and fulfil the needs of their customers, amatis continues to proactively advise them on how to grow their platform and gain value from evolving technologies.

Meeting Lifecycle's Needs

As a true partner to Lifecycle, amatis has supported them on a journey that has helped enable their impressive growth.

Expertise – amatis has continually advised and guided Lifecycle on their cloud journey, ensuring that the technology and services provided are fully aligned to the current and future needs of the business.

Best of Breed – to support the growth of Lifecycle, amatis has ensured that a foundation has been built on industry-leading Cisco UCS and Tintri technology delivering the performance, scalability and reliability required.

Security – trusted to keep customer information secure, Lifecycle rely on amatis to deliver that extra level of protection with the solution incorporating intrusion protection and advanced malware protection delivered in line with ISO27001 certification.

Reliability – amatis provide Lifecycle with a true distributed solution across their Reading and Newbury data centres, ensuring no single point of failure. Business Continuity is provided through managed backups and VMware site recovery.

Manageability – amatis provides a fully managed service of the virtual data centre (VDC) environment and a point-and-click portal that enables Lifecycle to quickly provision new instances of their platform or to add users to their multi-tenanted platform.

The Value

"Prior to working with amatis we would have a stability issue most months and were in danger of losing major customers; amatis transformed this and has provided us with a stable, scalable and secure platform that our customers can depend on."

**Gael Martin, Technical Director,
Lifecycle Software**

Lifecycle view amatis as an integral part of their team - the people they go to for technical advice on both cloud and connectivity services.

"We have had so much good advice from amatis. They not only help us keep our platform in step with our business needs, they provide that differentiating expertise to help us win new business."

Gael Martin, Technical Director

Lifecycle truly believe that their partnership with amatis has been a major factor in enabling them to achieve sustained revenue growth over the past seven years.

"I could not recommend amatis highly enough, we trust them and view them as an integral part of our team. They have contributed significantly to our success to date and have no doubt will be instrumental in our future."

**Kim Craven, Managing Director,
Lifecycle Software**

Services Delivered

Solution Design

Managed Private Cloud

Connectivity

Support

Security

Virtualisation

Veeam Backup &
Site Recovery Replication

About amatis

We are specialists in cloud and connectivity. We work with our customers to understand their specific needs and deliver solutions that positively impact their business. We own and operate two UK data centres delivering a comprehensive range of private cloud services.

This is complemented by our own carrier-grade network that enables our customers to securely connect all of their locations to the cloud and for us to provider an end-to-end solution that guarantees delivery of customer applications.

amatis
N E T W O R K S