

HAMILTON-BROWN CUSTOMER STORY

Creative agency partners with Six Degrees to transition from a fragmented legacy estate to a secure, cloud-led infrastructure based on Microsoft Azure.

Hamilton-Brown is a leading creative agency that brings energy and passion to everything it does. Believing in collaboration, innovation and delivery, Hamilton-Brown's impressive client portfolio includes corporate clients such as PwC, BDO, CBRE, Osborne Clarke, Cushman & Wakefield, Korn Ferry, AlixPartners and Grant Thornton.

Hamilton-Brown brings a unique proposition to the creative industry. It supports big professional organisations with their creative requirements – either through teams that work in-house, or by delivering 24x7 creative support through its agency and off-shore facility in New Zealand. Working with global advisory firms, law firms and commercial property companies, projects include everything from print collateral to digital, marketing communications to web hosting.

The Challenge

Hamilton-Brown relies on robust IT to deliver its innovative creative services. But in early 2020, the agency reached a crossroads – both in terms of its legacy IT infrastructure and the managed service provider (MSP) that supported it. As Steve Linter, Head of IT & Security, explains: "The relationship between Hamilton-Brown and our incumbent MSP was floundering. Licensing and purchasing had become significant issues – scaling licenses was time-consuming, and everything had become too complex and costly. With concerns around security, and a number of legacy products reaching end-of-life, it was time for a review."

Hamilton-Brown needed a smooth transition from its legacy IT infrastructure and fragmented support model to a secure, cloud-led infrastructure that would empower its people to deliver the best possible services to clients.

The Solution

Following an extensive tendering exercise, Hamilton-Brown chose Six Degrees as its outsourced secure cloud partner. While Six Degrees' demonstrable secure cloud capabilities were an essential part of Hamilton-Brown's decision, our client focus was also key. Steve says: "Some of Six Degrees' competitors don't offer that personal touch. The Six Degrees Account Manager presented some very good opportunities in terms of licensing negotiations, migrating to Azure environments and other initiatives which encouraged us to move from the previous provider."

Advantages and Benefits



Holistic, end-to-end secure cloud services. By moving away from its fragmented legacy infrastructure and support services, Hamilton-Brown achieves operational efficiencies while gaining access to the latest cloud-based functionality.



Proactive cloud optimisation. Six Degrees' proactive cloud optimisation services ensure Hamilton-Brown's estate runs efficiently and is never over- or under-resourced.



Access to experienced specialists. Hamilton-Brown's IT team can call on Six Degrees' experienced specialists for support across a wide range of IT disciplines, ensuring all decisions are fully evidenced and strategically sound.



Mature cyber security capabilities. Six Degrees' managed security and consultancy services give Hamilton-Brown and its clients peace of mind that the business is minimising the cyber security risks it faces in today's hostile digital landscape.

“When IT isn’t working, everyone knows about it. We’ve now got good IT systems and services in place and the perception of IT is strong – and that enables our people to deliver a great service to our clients. Our work is often deadline-driven, and we’re not getting tripped up by IT problems – it’s all been stable and worked seamlessly.”

– John Hamilton-Brown, Managing Director



“Whether seeking technical expertise or raising an incident, the Six Degrees team has handled everything excellently. We continue to utilise their cyber security capabilities a lot – especially with our ISO 27001 accreditation, which we started in January 2021.”

The Results

With the arrival of the COVID-19 pandemic, Hamilton-Brown’s move to a cloud-first infrastructure proved even more beneficial. As Steve explains: “Everyone used to be at the office, using a desktop PC. Flexibility was limited and we relied heavily on tape backups, along with hardware and capacity management issues. Any power failure or evacuation disrupted work and impacted our clients.

“However, having migrated to laptops and cloud solutions just before the pandemic hit, our staff could continue working remotely as effectively as before. Our improved business continuity and cloud experience put us in a much stronger position – to the extent that the pandemic hasn’t impacted our operations.”

Maintaining a strong working relationship with Six Degrees is also critical to Hamilton-Brown. As John Hamilton-Brown, Managing Director, explained: “We’re a creative agency, not a big corporate firm, so we don’t have a big IT department. We rely on a small team of IT professionals to manage everything for us, but it’s a huge undertaking to manage IT and information security, as well as the evolving threat landscape. Six Degrees has helped greatly from an Account Manager perspective, but also by bringing in the right solutions and resources to tackle the projects we need to undertake. I can relax because I know that Steve’s got the support he needs, with input from professionals across security, infrastructure and cloud, so we know we’re making the right decisions, backed by the best solutions, all while remaining secure.”

The Future

Steve has a number of near-term projects he is keen to undertake with Six Degrees: “We’ve just collapsed Active Directory from on-premises into the cloud. We also want to look at archiving SharePoint into inexpensive Azure storage. We’re migrating our web hosting to Virtual Machines in Azure and benefitting from the additional security that brings. The legacy servers will only be used for infrastructure purposes and will be upgraded to Server 2019 this summer.”

Meanwhile, Hamilton-Brown’s ISO 27001 journey is being supported by Six Degrees’ expert cyber security consultants. “We want to professionalise our operations, and ISO 27001 is testament to the standard of information security management we need,” John explained. “We work with global clients, who audit their supply chains – with cyber security at the forefront of many agendas. For us as a business, it’s important that we demonstrate our investment in information security, and ISO 27001 will certainly reflect well in our clients’ eyes.”

“It will be a great benefit for Hamilton-Brown to achieve ISO 27001 – it puts us in the same league as our big clients in the corporate, professional services, finance, banking and legal areas. It’s very exciting.” – Steve Linter, Head of IT & Security

Our Solutions



Cloud Platform & Data

Modernise your data centre and secure your hybrid cloud future.



Cyber Security & Compliance

Enhance your cyber security posture and safeguard your organisation.



Agile Workspace

Communicate, collaborate and work efficiently, anywhere.



Network Infrastructure

Achieve a step change in your connectivity and your digital transformation journeys.

About Six Degrees

Isn't it time you enjoyed all the game-changing potential of cloud, and more?

You can, when you partner Six Degrees. Because we offer managed cloud services the way they should be. Creating a secure, flexible platform that sets you free to achieve and exceed your boldest aspirations, whatever those may be.

Work in partnership with our strategic cloud experts, and experience how cloud can become your springboard to the future. Where your business is safeguarded by industry-leading protection against cyber threats. And all underpinned by our formal service assurance.

So choose a partner who will be there for you no matter where you are on your journey. And whose resilience brings you less risk, and way more reward.

Six Degrees. Beyond cloud.



Speak to our experts today on 0800 012 8060 or visit www.6dg.co.uk