

# DIGITAL TRANSFORMATION & IT SERVICES, SUPPORT FOR CLOUD DRIVEN LONDON PR & COMMUNICATIONS AGENCY



## AT A GLANCE

### Challenges

- Heavily reliant on cloud tools
- The current technology being used was holding back their growth goals

### Results

- Outsourced service desk
- Ongoing strategic IT guidance
- Full integration of systems and processes
- Overhaul of cyber security and data controls
- Scalable and reliable infrastructure



LMS just got it from our first meeting. They were energetic, knowledgeable and fast to find solutions to legacy problems.

**Ben Philipson**

Deputy Managing Director,  
Marlin PR

## OBJECTIVES

As a fast-paced agency, Marlin PR are heavily reliant on Cloud services such as G Suite, Office 365 & Slack. To meet the further growth aspirations, a digital transformation project was undertaken to reinforce a solid IT infrastructure with scalable and reliable IT services and innovative solutions with a key focus on cyber security and data controls.

Marlin PR required a partner they could trust, who would understand their business goals and align their IT strategy and technology roadmap accordingly.

## LMS GROUP APPROACH

LMS Group performed a thorough and in-depth audit of all IT systems, infrastructure and security controls to identify and provide recommendations to improve the existing set up. A key area of focus was security, data controls and data governance, which ultimately lead to LMS Group being instructed due to our expertise and knowledge as both a Microsoft Gold Partner and Cisco Select Partner.

Once initial key objectives and milestones had been achieved, Marlin PR embarked on a complete Digital Transformation project, which involved elements of the Cisco Meraki product and service stack, enhanced security controls through Microsoft Enterprise Mobility + Security along with an introduced hardware refresh cycle using both Microsoft Surface and Apple hardware.

We also recommended our Simply Pre-Pay service desk support to allow users to resolve issues efficiently and effectively when any IT issues arise.

Every quarter LMS Group visit Marlin PR as part of our Outsourced IT Director service to ensure that the IT infrastructure and systems are fit for purpose and align to their ambitious business objectives.