

# NTT Europe provides Canon with Managed Hosting solution



“ We have met many of our objectives working with NTT Europe. Our hosted services are now much more flexible and scalable, allowing us to quickly adapt our online presence to changes in the market. We’ve also been able to move many of our internal businesscritical applications from our infrastructure to NTT’s.”

Rene Berende, Chief of ICT (CIO),  
Canon Europe



## Background

Canon Europe is a subsidiary of Canon Inc. of Japan, a worldleading innovator and provider of imaging solutions for businesses and consumers.

Canon Europe currently employs over 11,000 people across 20 local country operations and sells to customers in more than 116 countries in Europe, the Middle East and Africa (EMEA). Its main business areas in Europe are; Business Imaging for office and professional print environments, Consumer Imaging i.e. photo, video and printers, Medical Imaging for digital radiography and ophthalmology, and Professional Imaging.

## Objectives

Before the procurement of a complete IT infrastructure, Canon Europe (Canon) struggled to find the speed in its IT system the business and market required.

So in 2009, when they decided to move to a more flexible and efficient model, Canon began the search to find a managed hosting provider to meet its three key objectives; efficiency, effectiveness and agility. Canon needed a supplier capable of delivering a specialized service with high levels of reliability and competitive pricing. And to back it all up, a bespoke disaster recovery and business continuity solution was required.

As well as colocation services for its main websites, Canon needed a Web Presence driver download service for each of its European countries, consisting of 41 websites and over 2,000 pages, spread across 16 web servers. An additional 14 servers were needed to host back-office services like Canon’s Web Trends Analytics, Active Directory (for authentication of various applications) and the search functionality for its Web Presence sites. They also needed 99.5% availability levels for all of its web services to ensure consistent delivery.

“ We can now approach IT as a Service, changing the way that it is paid for within the business, meaning IT now helps to drive sales and business development.

The improved network speeds and efficiency have let us take advantage of services that depend on a fast reliable network, such as internal VoIP telephony services.”

Rene Berende, Chief of ICT (CIO), Canon Europe



## Challenges

To meet its strategic business objectives, Canon were looking for an IT partner with the experience and flexibility to rapidly deploy new websites and with the ability to adapt cost and capacity to meet fluctuating customer demand. As part of this, the chosen supplier would need to be able to host short-term websites for a variety of needs. Such as, support for marketing campaigns and to deliver greater levels of change control for Canon's websites. These short-term sites needed to cope with varied and unexpected visitor numbers and supporting fast, efficient and secure deployments. It was fundamental for the supplier to meet tight deadlines for the transfer of services to avoid additional costs and ensure continuity.

## Solution

In recognition of Canon's need to rapidly create new websites, NTT Europe was able to provide a flexible cloud computing contract, allowing Canon to quickly increase or decrease the number of virtual machines it was using and to only pay for the services it needs. NTT Europe is also providing flexibility in the main managed hosting provision.

A phased approach was initiated to migrate from Canon's data centers in Germany to NTT Europe's UK-based data center, in the first instance migrating the Web Presence service, followed by the back-office systems.

## Benefit

NTT Europe implemented a bespoke skeleton tariff so that Canon could use a 'pay as you use' disaster recovery model. This was based upon a cost effective ongoing skeleton service, providing hosted services from a UK-based data center with a disaster recovery site in Frankfurt.

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