

Case study

Data Services Support Award Winning Financial Platform 7IM

About 7IM

Seven Investment Management Ltd (7IM), is an award winning financial services firm that offers discretionary asset management, funds-of-funds portfolios, and a wrap platform for private investors and independent financial advisors (IFAs).

Founded ten years ago and with offices in London and Edinburgh, it delivers trusted advice, a common sense approach, proven institutional techniques and process as well as transparent charges for all investments.

Business challenge

Crucial to the delivery of 7IMs intermediary financial services is a powerful IT platform that supports client assets of over £4 billion. Graham Stott, IT Director at 7IM explains, “Technology is a cornerstone of our service and represents a major part of our business investment. Although we have an extensive IT team, we have to consider carefully how we best utilise our resources in order to remain competitive while complying with the legislative requirements that govern financial service businesses”.

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With our operations split across two UK locations at either end of the country, managing data and controlling costs and optimizing systems between sites is also a challenge”.

GRAHAM STOTT — IT DIRECTOR AT 7IM

7IM needs a data management partner that can provide secure locations to house its data servers, a responsive and proactive team to help optimise its systems and a broad range of flexible IT services that it can tap into as its business evolves and grows. It also needs one it can trust with valuable client data.

Graham confirms, “Our investors need to know that their data is secure at all times. As well as operating to stringent standards, our systems have to undergo regular third-party audits. Uptime is also essential, particularly because we service IFAs. They need to be able to access systems 24/7. If we are down, the effect cascades out affecting hundreds of other companies and their customers too”.

To summarise...

Client



Solution



COLOCATION

Business outcomes

COST

SERVICE

Our solution

7IM uses Pulsant to supply a range of IT services including networking and high speed internet connections to optimise its systems, ensure resilience and create operational efficiencies at its offices in Edinburgh and London.

As part of this, Pulsant provides Tier 3 resilient colocation facilities to support 7IM's private cloud. This is run from 7IM's own Microsoft Hyper V servers housed at Pulsant's Edinburgh datacentre which operates to strict ISO 27001 standards for maximum data integrity. 7IM also uses Pulsant's WAN+ solution – a fast, secure, prioritised and reliable network for voice over IP as well as other latency sensitive applications.

Graham states, "By collocating our high density server racks with Pulsant, we have access to secure enterprise class datacentre facilities without unnecessary capital expense. Pulsant has also helped us to reduce our operational costs through the installation of a WAN, which eliminates the heavy call costs between our Edinburgh and London sites, and the use of high speed internet connections to support our data intense virtualised platforms. This is vital to help us manage costs which help us comply with the 'Capital Adequacy' standards required by the FSA without overburdening our business".

Business results

On the benefits Graham comments, "By providing the glue that holds our own technical services together, Pulsant has helped us remain cost competitive without compromising service. It has connected our virtual operations and replicated our systems between sites 450 miles apart and has helped support our virtual environment with 0% downtime".

And Graham confirms there is still more to come, "As our business has expanded, this has allowed us to make Edinburgh the disaster recovery site for our London operations. We are also looking at mobile device support and other innovative service delivery models. Using Pulsant, these sorts of projects are now achievable without massive investment on our part. Pulsant can supply all the WAN, back up lines and replication facilities we need. Pulsant is also very responsive – backing their technical knowledge and capabilities with proactive support - whatever the issue or requirement they will sort it out".

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It also contributes to 7IM's system security. Our last audit and penetration testing revealed just how secure our system was. The auditors couldn't find a way to infiltrate the system at our end or at Pulsant's. We cannot fault the security of their connections”.

GRAHAM STOTT
— IT DIRECTOR AT 7IM

Find out how we can help your business,
call **0845 119 9911**

