



Fast Facts

Customer: CPM

Web site: <http://www.uk.cpm-int.com>

Number of Employees: 100-5,000

Country: UK and Europe

Industry: Customer Acquisition and Management

Customer Profile

CPM is the UK and Europe's leading customer acquisition and management company. It is the number one field marketing company and a top-10 telemarketing company within both the UK and Europe.

Software and Services

- Products
 - Microsoft Essential Support Plan 1
 - Microsoft Exchange Server 2003
 - Microsoft Windows Server 2003 Enterprise Edition

Europe's Leading Customer Acquisition and Management Company Underpins New System Rollout with In-Depth Support

“Microsoft really understood the critical nature of our systems. This was immediately clear by its fast, efficient and dedicated responses when issues needed resolving.”

Jason Kane, IT Infrastructure Manager, CPM

Business and technology goals

CPM is the UK and Europe's leading customer acquisition and management company. Its technology infrastructure was based on Microsoft® Windows NT® Server 4.0 and Microsoft Exchange Server 5.5, which was coming to the end of its support life. To replace it, the company rolled out Active Directory, Microsoft Windows Server™ 2003, and Microsoft Exchange Server 2003 across its operating companies in 18 countries. But during the roll out it needed support, because:

- The in-house IT team were not familiar with the Active Directory architecture.
- Its systems are critically important and hold all information gathered on behalf of clients.
- If systems go down, even for 30 minutes, there is an immediate adverse impact on business.

Solution

The company previously used ad-hoc support from Microsoft. But for the upgrade, it turned

to Essential Support Plan 1 to underpin the first phase of the new system roll out in the U.K and Germany. The support plan provided:

- Direct access to Microsoft Technical Account Specialist.
- Regular product and systems information reports.
- Instant access to specialised technology skills and product information in the U.S.

Benefits

- Immediate, around the clock access to Microsoft U.K. expertise and a direct line into Microsoft Product Group.
 - Microsoft Technical Account Specialist dedicated to understanding CPM business and importance of systems.
 - Direct escalation for major incidents, with Microsoft team committed to working on any issues until resolved.
- Help in Active Directory redesign from the ground up for a better system, designed to make connections between systems a lot easier.

Microsoft®