

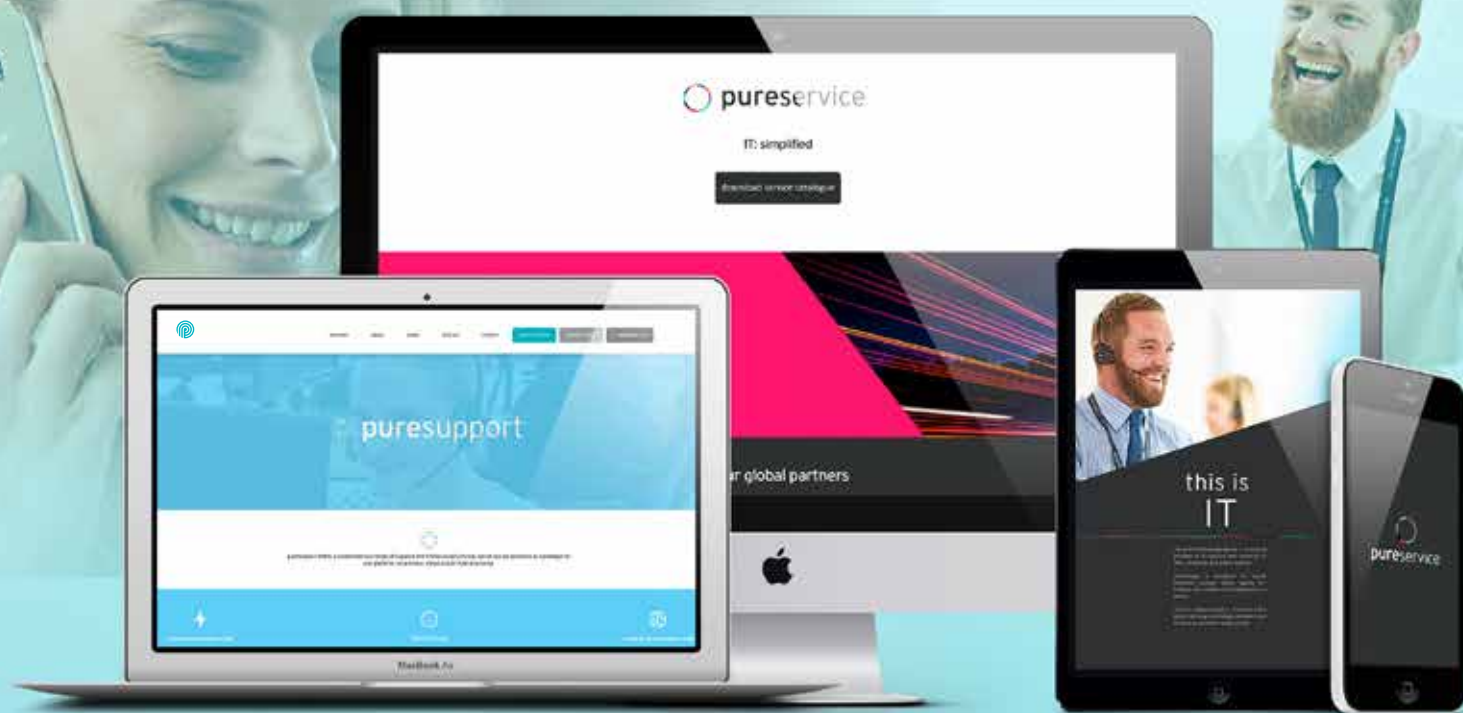
# the purist

v10: october 17



**pureservice**

IT: simplified



## also inside...

### GDPR

p2

What is GDPR? Why do we need it? Is your business ready for when it takes effect on 25th May 2018? Find out more inside.

### The Microsoft Virtual Team

p9

As a recently accredited CSP Tier-1 partner, meet the dedicated Microsoft Virtual Team we've put together to deal with all Microsoft related enquiries from our customers.

### Harrington Brooks

p11

Discover how we deployed a future-proof infrastructure with flexible upgrade options and service desk support for over 500 users for one of the UK's leading debt solution providers.

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## a word from the CEO



Stephen O'Brien

### Time flies!

With a successful first three months (Q1) of the new financial year under our belt, the tone and expectation is set once again for an exciting and progressive year ahead!

We are constantly growing our base of loyal and dedicated customers – we welcomed 55 new customers that showed trust and confidence in our quality team throughout Q1. We are proud to have you on-board, and won't let you down.

Our own team continues to go from strength to strength, great to see so many new faces join the stable...see page 5 for the mug shots!

Cementing closer trading relationships with our key vendors is of the upmost importance and will undoubtedly be one of the pillars to our continued success. No more so than the work we are doing with Microsoft ...we are happy be able to announce our status as a CSP Tier-1 partner. This will open up many more opportunities for the group as we continue to invest in developing this important relationship.

And then we had pt17! WoW! What can I say that hasn't already been said...? Too many names to mention, but it was a real team effort, and once again reinforced the DNA and values that run right through our business. You should all be amazingly proud, thank you for your hard work and endeavours. For more on pt17, visit pages 3&4. We hope to see you all next year at pt18!

It was a proud moment to be able to recognise the support and hard work our operations team give each and every-day to our business by awarding each of them a 'Golden Envelope' containing the brilliant news of a profit share! We are ONETEAM...I hope that you are all spending the bonus wisely!?!

So, Q2 is well under way, spirit in the team is high, bubbling with confidence and belief that our future is burning bright. We will continue to work hard in exceeding our customers' expectations.

Thank you all for your ever present support.

Many thanks



Stephen O'Brien  
CEO





# gdpr



**G**DPR (General Data Protection Regulation) is the modern iteration of our current Data Protection Act. It has been implemented to ensure your data is handled in a way that suits the fast moving pace of technology.

First of all, do we need it? Well, in short, yes. Data, put simply, is facts and statistics about a given subject collected together for analysis. But when the term data begins to encompass your personal, biological and genetic information, things start to become clearer as to why GDPR is required. Technology that can read your iris or fingerprints is now commonplace and the way this data is collated and stored is often overlooked. GDPR will give you more say with what companies can do with your data and also increase the security of where it is stored.

But what is it? GDPR is a regulation that has been legislated to give a clearer approach to data security. It applies to any controller (an organisation that collects data) any processor (an organisation that processes data on behalf of any controller) or the data subject (any person based in the EU). It is a single set of rules that apply to all EU member states and it comes into effect on 25th May 2018.

It seems like another Y2K! Well it isn't. It will give you the chance to implement a positive digital transformation. Essentially ensuring best practises are no longer best practises but become standard practises. Security will be ensured by design and will be default such as having a firewall, antivirus or encryption surrounding personal data. It will also require a review of your business processes, employees can't just jot down customer details on a notepad and leave them. A process will need to be put in place to help employees understand how this can be classified as personal data. And also how organisations collect and process their employee's data.

Will there be a lot of work required? Well, there will be some, but this is where technology can help you. A data audit and an assessment of what your current practises are would be the ideal first step. This would give you a clear understanding of where you are not compliant and what you

can do to fix it. Whether that be the addition of encryption or employee training sessions. Each business will require a tailored solution that needs to be adaptable enough to evolve with the changing regulatory landscape.

With the security aspects dealt with organisations can focus on the rights individuals have as part of GDPR, such as the right to be forgotten. Could you ever be certain that you have managed to remove every single piece of information about an individual? Technology steps in again, providing you the ability to audit your infrastructure and identifying where the data is held without any manual processing will be a huge cost benefit. Not only in the reduction of processing time but the guarantee it offers in knowing you have conformed fully to any request.

But what about Brexit, once I make all these changes, won't I have to undo them? Not exactly. As part of the process of withdrawal from the EU all EU laws will be copied into UK legislation. Currently EU law takes precedence, copying the legislation across ensures a smoother transition. The UK parliament can then amend, repeal and improve the laws as necessary. At present it does seem to aid negotiations with the EU, continuity of EU rules and regulations will be a priority. And with GDPR applying to any EU citizen, regardless of where the data is collected or processed, it is likely GDPR is here to stay.

Overall I feel GDPR will enhance customer-employee relationships and provide a much more secure environment for your data. Knowing that company devices that contain your data are encrypted and that at any point you have the right to be forgotten will likely result in you being more likely to provide data to organisations you work with.

If you have any queries about how GDPR might affect your business, or for advice on some of the solutions available – feel free to contact us either by phone: 0113 387 1070 or via email: [hello@tptg.co.uk](mailto:hello@tptg.co.uk)



**Steve Everiss**  
Group Technical  
Consultant





pt17

thank you to  
our partners



Kensington



mimecast

Synology



JCT6000

TESLA



## event overview

pt17 achieved everything the Group set out to achieve and more. The theme for pt17 was 'bigger, better, more...' and it certainly surpassed that. Customer and vendor feedback has been phenomenal so far and it was a really successful event for everyone involved.

The event showcased ground breaking technologies from 12 of our global partners – with UK exclusive showcases of VR and convergence products. New partnerships were formed and all brands involved were elevated.

Attendance increased by 50% from the previous year, which can be attributed to the features. Combining presentations with hands-on-tech demonstrations proved universally popular. Big attractions including automation with BMW, Tesla and VW took centre-stage alongside drones and VR. The VR features from HP and Microsoft stimulated good interest in how the technology may be applied to a variety of different sectors.

pt17 also witnessed some of the Group's customers become partners, which also improved customer relationships due to the business generated as a result. New partnerships with companies such as Black Marble, Tesla and Virtual College added a new dynamic to the PTG brand, which will only grow in the future – the opportunities seem to be endless as this point.

The event captured more feedback than anything previous, with an overall satisfaction score of 95.6% through the NPS scoring mechanism – 70% is deemed as world-class.

pt17 was an important milestone for the Group with a radical increase in investment, resource and collaboration compared to last year. It was a real showcase of the Group's potential and a true testament to its staff and vision for the future.







## partner feedback

**Kim Penfold**

Huawei Enterprise

**10/10**

I would just like to thank you for a great and successful day. It has surpassed all my expectations as a vendor and extremely well organised.

**Andrew Bourne**

Microsoft-Strategist

**10/10**

Thanks again for allowing me to be part of a great event. I hope you had a great party and well deserved and restful weekend.

**Mark Cowgill**

Exa Networks

**10/10**

Brilliant day, looking forward to pt18

**David Tweedale**

Mimecast

**10/10**

As I mentioned on the day, it was one of the best organised and most productive kick offs that I have been involved in with a Partner and overall a fantastic day.

**Tim Mercer**

Vapour-CEO

**10/10**

I'd like to congratulate pure technology group on a really fantastic event. Incredibly well organised professional and Vapour were proud to be involved. Please pass on my thanks to all involved

see you next year?

**pt18** | **june**  
**2018**

[pt18.eventbrite.co.uk](http://pt18.eventbrite.co.uk)





Tobi Miller  
Service Desk Technician  
Wakefield



Bart Swierkowski  
Service Desk Engineer  
Wakefield



Dom Newmarch  
Buyer  
Leeds

# people

The group is pleased to welcome 7 new members to the team across both the Leeds and Wakefield offices this quarter.



Phil Hunter  
Service Desk Engineer  
Wakefield



Richard Williams  
Account Manager  
Leeds



Martin Swift  
Service Desk Engineer  
Wakefield



Shannon Rowney  
Service Desk Engineer  
Wakefield



# pure technology group awards



## CRN Best New Business Win 2017

The CRN Sales & Marketing Awards (part of Incisive Media) is one of the UK's leading business-to-business (B2B) awards, recognising innovation and excellence in the UK IT sector.

The award acknowledges a landmark project between Virtual College and the pure technology group, which took place in April of this year. The solution took place following the launch of a new strategy in Jan 2016, which increased several strategic partnerships with vendors such as Huawei and Microsoft.

The solution for Virtual College was designed by pure technology Consultants and Engineers in conjunction with several global vendors including Huawei, Microsoft and Veeam. An entire system design was created including Huawei's FusionCube™ technology, which has enhanced Virtual College's platform efficiency.

As a result Virtual College now has the ability to scale the platform based on demand, to better enable growth of its on-line learner base from 2 million to 20 million people.

James Blackburn, Group Marketing manager at the pure technology group, commented:



"The awards are great recognition for a great team effort. Our own skilled people working alongside global brands such as Huawei, Microsoft and Veeam is the key to delivering solutions of this magnitude in the best way possible. It's saved Virtual College £1million+ when compared to other solutions and we're very proud of that."

## Huawei Innovation Partner of the Year 2017

The pure technology group was proud to receive the Huawei Innovation Partner of the Year award at the Huawei Enterprise Partner Conference 2017.

The award follows the continued success of the growing partnership between the pure technology group and Huawei Enterprise. With several landmark orders in the last 12 months reaching £1.3m worth of new business and the 'why switch' campaign in partnership with Huawei being nominated for CRN's Best Marketing Campaign – another incremental milestone.

Cliff Fox, COO at the pure technology group, said:

"I believe the Huawei proposition to the UK market is remarkable. With significant global resource, great technology, and a really collaborative approach I believe we have a great partnership that will be hugely positive for everyone involved."

## Candlelighters

This year's Candlelighters 2017 Awards were an inspiring celebration of the outstanding efforts made by Candlelighters contributors. The night was filled with heart-warming stories of strength and courage, highlighting how every contribution can make a difference.

Stephen O'Brien, CEO at the pure technology group commented:

"To be nominated at the awards for a second time was an incredible honour for the company. We're proud supporters of Candlelighters and will continue to support them in every way we can as the work they do is truly commendable. Congratulations to all of this year's finalists and winners, together we help to make a difference."

## UK IT Industry Awards & Investors in People

The pure technology group has also been shortlisted for two further awards this year. The UK IT industry awards, organised by the British Computer Society and Computing Magazine are run in November and pure technology group is a finalist for VAR (Value Added Reseller) of the year.

The IIP Gold Employer of the year is also run in November with pure technology group again, a finalist.



Zebby Hussain  
Marketing Assistant

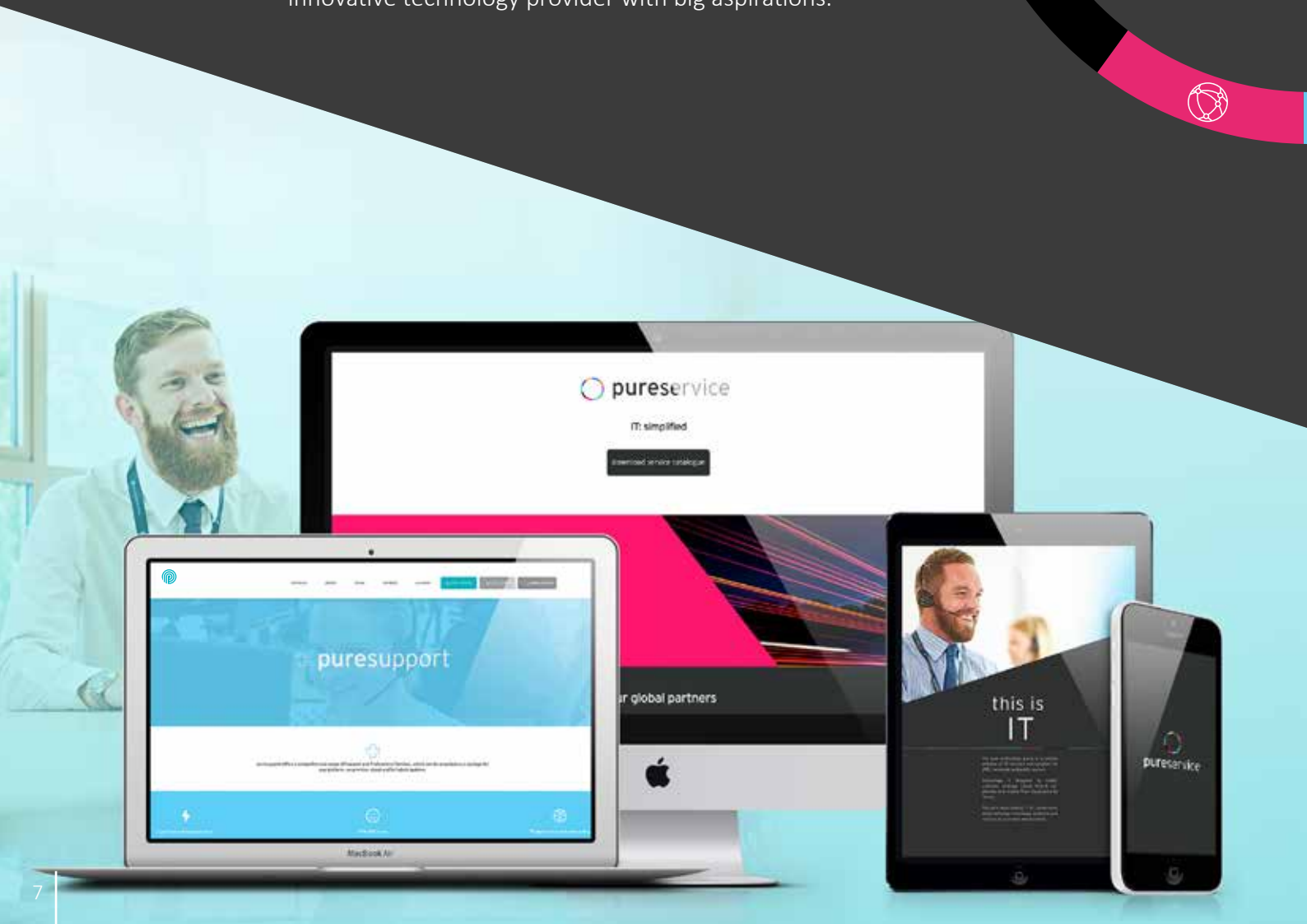
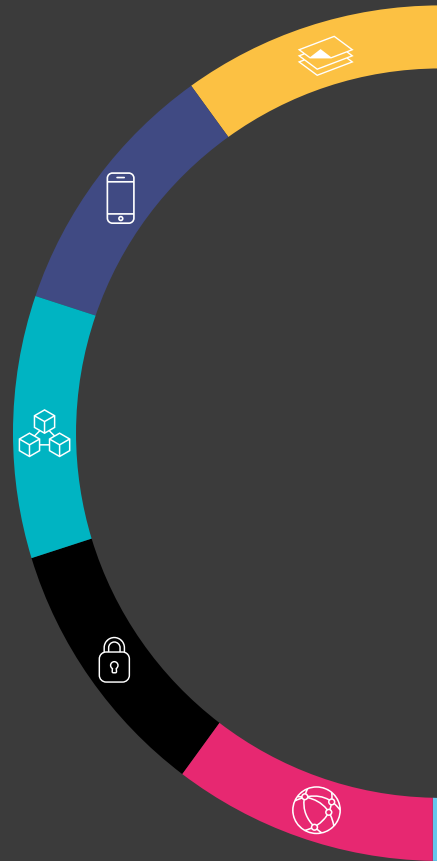


## pureservice

This autumn the pure technology group launched pureservice, an entirely new service catalogue designed to offer a complete portfolio of managed services and solutions.

The new brand launch last year was a key milestone for the group and the new service catalogue follows that. This wasn't just to modernise the look and feel but to add emphasis on our absolute dedication to service. It conveys our continual service improvement strategy on technical support and coexists with investment in further engineering resource. Ultimately we needed to ensure our business was fit to service any IT requirements our customers may have for many years to come.

pureservice unifies the two previous brands ('pure' and 'Serva') under one identity with the intention of simplifying the message and experience for our customers. We also wanted to modernise the brand to better reflect our culture – a young, modern and innovative technology provider with big aspirations.





# IT: simplified

New features to our services portfolio include the introduction of pureprint and pureinfrastructure. These additions cater to new demands in the marketplace. pureprint offers print-as-a-service, rather than capital purchase for print and consumables. Customers may enjoy significant cost reductions on their print through improved performance and control over budgets and security.

With hyperconvergence becoming increasingly more relevant for business performance and mobility we've created an entire team whose sole focus is to consult and design bespoke infrastructure solutions. Partnerships with market-leading infrastructure providers such as Dell EMC, HPE and Huawei ensure we can offer our customers the best pricing and wrap-around support from the world's leading brands.

As well as our re-vamped website ([tptg.co.uk](http://tptg.co.uk)), the new brochure and our pure service app - our Account Management teams have undergone a series of training workshops concentrated on the latest technology innovations in each service area to ensure you receive the best service possible.

This is IT- simplified.



**James Blackburn**  
Group Marketing  
Manager



# CLOUD SOLUTIONS PROVIDER

Find out what it means for you.



## CSP Tier-1 Partner

This year the pure technology group has been elevated to a Microsoft CSP (Cloud Solution Provider) Tier-1 partner and becomes one of just a handful of Tier-1 partners in the UK, which demonstrates the skill and capability available to our customers.

As a Microsoft CSP Partner the group can do much more than simply sell Microsoft subscription licenses; it provides expert design, deployment and support services for the Microsoft Cloud. A Tier-1 partner has a direct relationship with Microsoft rather than via Distribution, which means that customers can benefit in several ways: enhanced commercials; consolidated billing and greater access to Microsoft Resources.

Investment in training and accreditation are key obligations of any Microsoft CSP Partner but these are increased in Tier-1. A Tier-1 partner must maintain a higher expertise and design

additional solutions to enhance the service; network, security and applications are key requirements. Tier-1 CSPs must be able to support and monitor customers completely, liaising directly with Microsoft support where necessary.

## Introducing the Microsoft Virtual Team

We have the expertise to deal with all things Microsoft. That's why we've put together a Microsoft Virtual team to answer and deal with all of the dedicated Microsoft enquiries from customers.

If you'd like to know about Azure, Office 365 or Microsoft solutions in general, feel free to contact us either by phone: 0113 387 1070 or via email: [hello@tptg.co.uk](mailto:hello@tptg.co.uk)

### consultants



Simeon



Steve E

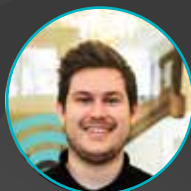


Alex

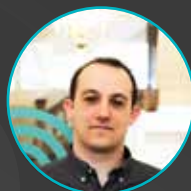
### technical



Sam



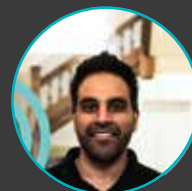
George



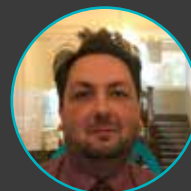
Dan



Will



Shabir



Dean

### directors



Rich



Gary





# globetrotters

**DELL EMC**  
CAP Seychelles 2017

**HUAWEI**  
**CONNECT**  
**2017**

## Microsoft Inspire 2017

Gary and I had a great time in Washington DC at the Microsoft Inspire 2017 event.

One of the key announcements at Inspire was Microsoft 365. Microsoft 365 is a combination of Office 365, Windows 10 and Enterprise Mobility & Security. Now, in addition to the traditional applications seen in Office 365, additional features include the ability to upgrade to Windows 10 Pro and the ability to protect your company data across multiple devices. So when a member of staff leaves your organisation, any data they hold about you or your customers can be securely erased from all devices.

Microsoft Office 365 is available in two styles; Business and Enterprise, to meet the needs of organisations of any size.



The product is currently in preview and will be available to purchase towards the end of 2017.

GDPR was a big focus this year at Inspire and will have a significant effect on the way most companies do business it imposes a number of requirements on the way you collect and store data on your customers as well as their rights to access. We can advise on how GDPR will

affect your business plus recommend and design methods for your systems to become GDPR compliant.

Microsoft devices featured heavily this year; from the New Surface Pro, the Surface laptop to the really impressive Surface Hub. Microsoft devices look set to change the way we do business. All feature enhanced security and run Windows 10 to help deliver a seamless method of using IT systems, both on-premise and in the cloud. Windows Hello allows you to log in just by looking at the screen, reducing the number of complex passwords you have to remember.



**Richard Knight**  
Technical Services Director

## Huawei Connect 2017

pure technology group attended 'Huawei Connect 2017' in Shanghai this September, accompanying customers to the global conference and a tour of the R&D Centre in Shenzhen before stopping off in Hong Kong.

Huawei Connect is an annual event attracting over 20,000 ICT industry leaders and experts gathered from over 150 countries and regions to jointly explore the direction of technology. The theme of this year's event was 'Grow with the Cloud', focusing on the practical

implementation of Huawei's cloud strategy. Guo Ping, Huawei's Rotating CEO, kicked off the event with a keynote entitled 'Grow with the Cloud: Enabling an Intelligent World' and made the following statement:

"The cloud is a cornerstone of the intelligent world," he said in his keynote, adding: "Clouds around the world will begin to converge – becoming more and more centralised. In the future, we predict there will be five major clouds in the world. Huawei will work with our partners to build one of those five clouds."

Competing with AWS, Azure, Google and IBM, Huawei will build a cloud network based on its own public clouds as well as develop a global cloud alliance with its key telco partners, such as Deutsche Telekom, Telefonica and Orange.



**Terrence Kerrigan**  
Group Procurement Manager

## Dell EMC CAP Seychelles 2017

pure technology group was pleased to accept a place on the Customer Advisory Panel for Dell EMC. The invitation-only panel is limited to a handful of UK partners and is run as a forum for senior Dell EMC executives to share direction and plans with key partners across EMEA and gain feedback.

This year's CAP focuses on the subjects of the Dell EMC Partner Programme, Services and Workforce Transformation. COO, Cliff Fox, attended on behalf of PTG to add his insight and feedback to the event.

Cliff commented, "Our relationship with Dell EMC has developed apace over the last twelve months in accordance with our strategic partner engagement plan. Joining the CAP is a great opportunity to take that further in the mutual business interest."

Through the CAP, Dell EMC is committed to delivering on the promise to execute ideas and key changes wherever possible, and to stay accountable for taking partner feedback seriously.



**Cliff Fox**  
Group COO

# success story



june 2017



## background

Harrington Brooks, founded in 1997 is one of the UK's leading debt solution providers currently helping over 50,000 customers manage their debts through IVA, DMP, Bankruptcy and DRO debt solutions. Shortlisted for personal insolvency firm of the year, Harrington Brooks has arranged more IVAs than any other provider with an impressive 1 in 5 being processed by them in the past year.

In 2014, recognising increased competition, Harrington Brooks launched a new online webchat tool to assist their customers in real-time. Harrington Brooks subsequently enjoyed rapid growth to over 500 employees, increasing the demands of its IT infrastructure.

## challenges

Harrington Brooks network and storage infrastructure had been in place for 5 years and was beginning to show significant signs of age. The infrastructure was approaching end of warranty and the concerns were reliability, resilience and performance.

As part of a new modernisation programme, which included additional budget for investment in new IT infrastructure, Harrington Brooks sought advice on how to maximise this budget for their growing IT needs given the critical nature of IT within the business. With increasing demands from both internal and external sources, the businesses needed a solution that would cause minimal impact to its day to day services. The pure

technology group, in partnership with Huawei, designed a competitively priced, next-generation solution that included the installation and setup of new network switches as well as fibre cabling to increase network speeds.

## solution

The pure technology group removed Harrington Brooks existing network and cabling, replacing it with 21 state of the art Huawei S5700 switches whilst providing the engineering resource to configure and deploy. The Huawei network switches provided Harrington Brooks with the scalability to add to its network as and when required. The S5700s compact size and additional ports allow for future network expansions and increased capacity, the ability to minimise network down-time, reduce the risk of potential network failures and half power consumption when compared with similar products.

The pure technology group worked out of office hours to migrate connections to the new network and implement a new VLAN configuration. Over 1000 new patch leads were installed including new OM4 fibre connections to increase bandwidth and optimisation for 40 and 100 Gb/s applications. The entire project was managed by the pure technology group and was fully installed within 2 weeks. With ongoing support from service desk engineers, their systems are monitored 24/7 and maintained at optimal performance.

*"I can't thank the pure technology group enough for their professionalism and efficiency executing our network switch refresh. The cost of the Huawei product range combined with the campaigns free installation ensured I retained savings against the budget we allocated for the project. The performance of the Huawei Enterprise range matches that of leading competitors such as Dell and Cisco and it feels good knowing that pure technology hold a close relationship with Huawei. I'm looking to use pure technology in future projects".*

Daniel Harter, Service Delivery Manager at Harrington Brooks

## benefits



Future proofed infrastructure with flexible upgrade options



Service desk support for over 500 users



Increased inter-switch bandwidth and optimisation for 40 and 100 GB/s applications

say hi



@tptg\_tweet



/tptgofficial



/tptgofficial



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