

CASE STUDY

1ST CENTRAL

When 1ST CENTRAL were experiencing desktop performance issues, Ultima worked closely with Lenovo to not only reduce the Total Cost of Ownership (TCO) by 34% but also streamline 1ST CENTRAL's procurement process to ensure that the company gets the best terms for the whole organisation.

1ST CENTRAL

Employees 600
Sector Insurance

Launched in 2008, 1ST CENTRAL (a trading name used by First Central Insurance Management Limited) is an online car insurance provider provider firmly established as a top 10 supplier in the UK motor aggregator market. 1ST CENTRAL is rapidly making a name in the world of UK motor insurance as an innovative and agile company, having helped nearly three million UK policyholders save money on their car insurance. The 1ST CENTRAL Group of Companies provide employment for over 800 employees, working across multiple locations including Haywards Heath, Manchester, Guernsey and Gibraltar.

www.1stcentralinsurance.com



The Requirement

1ST CENTRAL approached Ultima following a recommendation from an existing client. 1ST CENTRAL had been experiencing numerous performance issues across their desktop environment and realised that their current desktop specification of hardware was no longer sufficient to support their requirements.

They needed to roll-out an upgrade programme, a total of 200 units for their office in Haywards Heath. 1ST CENTRAL asked Ultima to carry out a benchmarking exercise.

The key objectives were to update their current hardware and operating system, as well as reducing costs. There had been several price increases in recent years from the OEM's and 1ST CENTRAL wanted to make sure they were getting the best deal possible.

The Solution

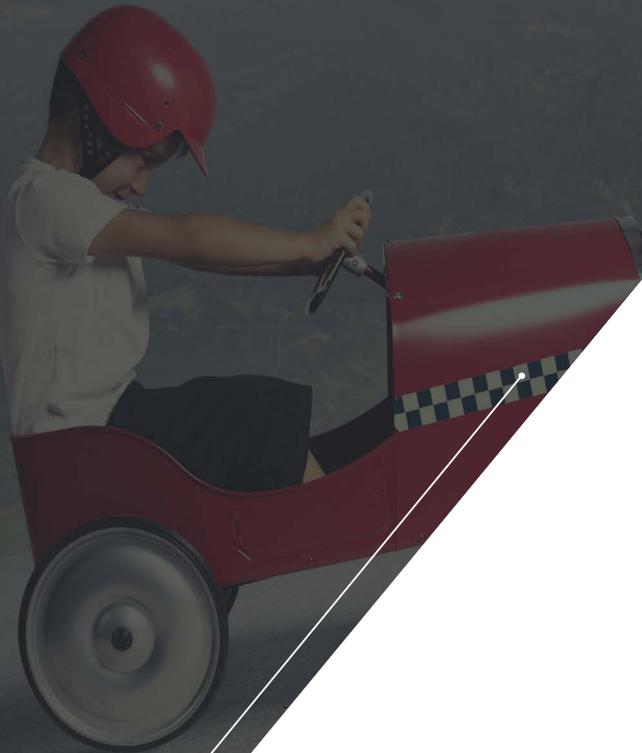
Following a review, Ultima recommended changing vendor, moving to Lenovo. This would provide 1ST CENTRAL with higher spec hardware as well as reducing their TCO. 1ST CENTRAL upgraded 200 desktops to Lenovo L700 as well as rolling out Windows 7 across the organisation. The project enabled 1ST CENTRAL to consolidate their current hardware purchasing, combining them into one standard agreement.

1ST CENTRAL needed to deploy the new Lenovo hardware in a phased approach and Ultima was able to support by holding stock until the client was ready to install the new desktops.

By using Ultima, 1ST CENTRAL were able to upgrade their desktop environment, deploy Windows 7 and simplify their purchasing. They achieved all of this whilst also saving 34% on their previous desktop hardware spend.

Thanks to Ultima we have upgraded our desktop hardware and saved 34%. Ultima has helped us consolidate and organise our IT purchasing within the organisation. Our reporting has been improved and we are able to better forecast IT spend.

IT Category Manager | 1ST CENTRAL



Lenovo™

ultima

Why Ultima?

- ▶ **Challenging the norm** - 1ST CENTRAL had experienced several price increases with their previous vendor and with Ultima's help was able to challenge what had previously been accepted as "the norm". Because of this work, 1ST CENTRAL not only improved the specification of their desktop hardware but also reduced their costs.
- ▶ **An extension of your IT Team** - Ultima has helped 1ST CENTRAL consolidate their procurement process, management and reporting. This provides 1ST CENTRAL with better visibility of their IT real estate and spend, they can more accurately forecast spend and provide greater insight to the senior management team.
- ▶ **Reducing the cost of IT** - Using Ultima's experience and buying power, 1ST CENTRAL made a 34% saving on their previous workspace hardware purchases. Performance issues are expected to be fully resolved and a new OS has been rolled out along with the new hardware.
- ▶ **A trusted partner** - Ultima has helped provide the procurement team with greater visibility and gain control of their IT buying process, ensuring they are getting true value for money. 1ST CENTRAL now has visibility of all IT agreements and purchases. Should anything inadvertently bypass the procurement team Ultima acts as a safety net for 1ST CENTRAL, ensuring that the procurement team are aware of, and approve all, IT requests.

About Ultima

Ultima's mission is to become the trusted long term IT partner of UK businesses by providing robust, reliable and flexible solutions which bring real business benefit.

Ultima's services-led proposition delivers a range of refreshed IT solutions designed to address the latest business needs including Cyber Security, Risk, GDPR (General Data Protection Regulation), Mobility and Cloud.

Based on an integrated delivery model encompassing Fulfilment, Professional Services and Managed Services offerings, Ultima provides a seamless service experience for all their customers.

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