

**Nominee: NaviSite/ ASOS**

**Supporting Vendor: ASOS**

**Nomination title: ASOS unlocks growth potential with NaviCloud**

### **The challenge**

ASOS is one of the world's largest and fastest growing online-only fashion and beauty stores with 6.5 million active customers. As a result, the company is undergoing rapid expansion and is continually opening new offices across the world, which presents ASOS with a number of challenges.

Getting a new office up and running and ensuring the staff have access to all the tools they will need is no mean feat, especially when you consider all of the complex IT services that have to be set up and configured before work can begin. This is where NaviSite cloud solutions come in, helping ASOS to remove much of that complexity.

ASOS selected NaviSite's 'NaviCloud ONE' Desktop-as-a-Service (DaaS) solution to reduce the cost and remove the complexity from deploying and managing virtual desktops. By delivering cloud-based virtual desktops NaviCloud ONE has been designed to enable businesses to rapidly provision a desktop to any user on any device, anywhere, without the upfront costs and complexity of traditional desktop computing – all with centralised security and management.

NaviSite uses the power of cloud computing transforming desktop and desktop management from CAPEX to OPEX allowing companies to quickly deploy new desktops for projects, acquisitions, and contractors – and then just as easily de-provisioning those desktop deployments when they're no longer needed.

### **Supporting business expansion**

DaaS provided an excellent workstation environment for the new Birmingham office test and development group in the UK. Additional desktops are easily created to accommodate new hires to the team, already preset with the tools required for them to be immediately productive. As the routine support tasks are undertaken by NaviSite's team, the ASOS IT staff are focussed on extending the company's competitive advantage with new software and services to their growing client base.

### **Protecting the crown jewels**

Security is one of the main features of the NaviCloud ONE solution. The software which underlies all of the services ASOS provides is a key differentiator for the business and keeping this secure is paramount for the company to remain competitive. ASOS undertakes software development in India and wanted to ensure that all of their overseas developers can access the development tools to create new code, but also needed to ensure that this software code was kept safe, so they again turned to NaviSite's NaviCloud ONE Desktop-as-a-Service (DaaS).

NaviCloud ONE presents the programmers with a virtual desktop with all of the tools they need to carry out their development work. Given the sensitive nature of this software, ASOS can also disable

USB ports, CD-ROM drives, clipboards and even the printing facility to ensure that this key asset for the company remains secure and protected.

### **Building on a successful relationship**

ASOS selected the NaviCloud ONE solution after a period of success using the NaviCloud Infrastructure-as-a-Service platform. Initially ASOS moved its Microsoft TFS development environment across to NaviCloud. The ease of setting up new development environments in the cloud, when compared to the on-premise alternative, was immediately appealing to the IT department.

With NaviCloud a full development environment can be setup and go live within hours. Previously, that could have taken ASOS two weeks. NaviCloud provided ASOS developers with a true self-service model so they could activate a test environment in just a few clicks, the ease of the system exceeded ASOS's own expectations.

ASOS was so impressed with NaviCloud's performance that the company soon switched two of its most important production systems into the cloud. ASOS Fashion Finder and ASOS Marketplace are rich interactive environments that bring fashion designers, boutiques, buyers, individual sellers, vintage traders and style leaders closer together. They also provide a significant revenue stream for the company.

### **The future**

NaviSite cloud solutions have helped to support ASOS's remarkable 30 percent year-on-year growth. As well as enhanced agility and convenience, NaviCloud has improved financial accountability too. NaviCloud gives ASOS end-to-end budget control because it can attach a specific cost to every development environment and project.

With NaviSite's cloud solutions, the IT group has continued to develop the ASOS online platform which enables the company to deliver an innovative and award winning fashion offering to their customers. In the three months ended 31st May 2013 ASOS reported retail sales up 45% and dispatched a total of two million individual orders.

Now, instead of merely supporting the business the ASOS IT team are now focussed on extending its delivery of new, innovative ways of interacting with their suppliers and client base. This innovation and growth has been possible due to the high performing, safe, secure and reliable cloud solutions from NaviSite. ASOS and NaviSite expect to continue a long and successful relationship.

### **Why nominee should win:**

- NaviCloud ONE offers ASOS a simple, secure and cost effective OPEX solution to dealing with its rapid growth
- The effective partnership between NaviSite and ASOS means NaviSite was able to respond to ASOS's business needs
- NaviCloud ONE demonstrates the true power and flexibility of the cloud with rapid DaaS deployments