

24/7 Chocolate - Attenda provides internet infrastructure management for Hotel Chocolat

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Tempted by truffles? A fiend for fondants? If private pleasure has reduced your stocks you can renew your supply any time of day or night at the Hotel Chocolat ecommerce web site. Attenda, Europe's leading specialist in operating enterprise and Internet applications, is now protecting the company's seductive online presence.

"We are experiencing phenomenal growth" said Hotel Chocolat's Marketing Manager, Richard Kent. "Pre-Christmas sales in 2004 were up by 48% and the group is on target to turn over £20m this year. Internet sales are now 40% of our business so we knew that we needed completely reliable web site management. Attenda provides the right level of security, reliability and support at a price that fits our business model."

The tantalising site was designed and built by e-commerce specialist Paraspar. Hotel Chocolat joins other Paraspar clients already managed by Attenda. These include companies retailing equipment, health supplements, outdoor wear and photographic supplies. Paraspar has also migrated many smaller clients so that they are now managed by Attenda.

Paraspar CEO Kumar Mehta commented "Successful e-commerce is more than products and baskets on a web site. It's about creating desire, provoking action, providing comfortable shopping experiences and generating loyalty. Customers want reassurance and reliability is key. All of our clients are increasing their online turnover. As they become more dependent on this sales channel we are advising them to improve the resilience and security of their sites".

Attenda provides a 24/7 business critical service at a rate which medium sized companies can justify because of the company's highly efficient M.O. operations platform. "We feel completely confident about partnering with Attenda to host our clients' web sites" continued Kumar Mehta. "Attenda delivers the highest levels of service, tailored to commercial needs not to marketing headlines. This supports us in our goal to maximise the online potential for our clients by focusing on business growth rather than managing high-availability infrastructure. We see it as e-commerce outsourcing that still retains accountability."

About Attenda Ltd

Attenda is Europe's leading specialist in operating enterprise and Internet applications. We enable clients to selectively outsource their IT operations and re-focus on using IT to add strategic value to their business. Through a commitment to operational excellence, we manage, secure and optimise the performance of their applications, irrespective of the physical location of the infrastructure, either in Attenda's data centres or elsewhere.

Attenda is able to significantly reduce the cost of a client's IT operations. With over 5 years' investment into Attenda M.O., Attenda's operations platform, we provide the people, process and technology to deliver exceptionally high service levels, but at a cost that is amortised across Attenda's entire client base - currently, 75 of the UK's leading companies.

The company enjoys substantial financial backing, the industry's leading accreditations and an unrivalled portfolio of clients including Avis, easyCar, Compass Group, Debenhams, Microsoft, NHS and Sun. Attenda is BS7799 accredited, an HP SP Signature Partner, a Microsoft Gold Certified Partner (Advanced Infrastructure competency) and a SunTone accredited SunOne managed service provider. Attenda won the Sun Microsystems' Service Provider of the Year award in September 2004. Attenda is one of only seven companies to have been ranked in the UK's Sunday Times ARM Tech Track 100 for three consecutive years.

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