

Honda Takes UK Website into Public Cloud

Submitted by: Phoenix IT Continuity and Resilience Services Ltd

Thursday, 15 December 2011

Honda (UK) has signed a two-year deal with ICM to move its website into a public cloud environment. Previously hosted by another provider via a private cloud, the new platform will save the manufacturer running costs, whilst ensuring 24/7 website availability.

Mervyn Eyles, IT Director for Honda UK, explains: "Previously, our private cloud meant that we were paying a substantial sum for a dedicated resource that we were never using to capacity. Moving to a public cloud with ICM means that we can benefit from a virtual infrastructure that is quickly scalable to meet peaks in demand. We are 100 per cent behind continuing the cloud journey and moving to a public cloud gives us a more flexible and cost effective solution."

To support brand continuity, it is vital that customers can access the Honda website 24/7. The UK website will therefore be hosted on a virtual shared platform across two of ICM's datacentres, so that if one connection fails an immediate failover ensures constant availability.

"Our website is considered one of the most critical systems for supporting our customer experience at Honda and the importance of brand continuity means that we simply cannot afford for it to be down. Working with ICM means that we have the best of both worlds – an on-demand infrastructure, backed up by their monitoring and management service to guarantee that the website is always online," concluded Eyles.

Martin O'Donnell, Managed Hosting & Cloud Services Director at ICM, said: "Honda chose ICM as they believe we are one of the few vendors that really understand how to create an effective public cloud infrastructure. As a credible vendor with a solid datacentre and resource infrastructure in place, we were able to prove our cloud credentials from the work we have done with other large brand names. The market is now evolving to one of acceptance for a public cloud approach as a secure, pay-as-you-go system that gives a business true flexibility in the resources it uses, saving both cost and boosting business efficiency."

-ENDS-

About Honda (UK)

Honda (UK) is the UK sales and marketing division of Honda Motor Europe Ltd.

Honda provides a broad product range encompassing cars, motorcycles, power equipment (including marine, energy, lawn and garden and ATV) and, from 2013, aviation.

In 2010, Honda sold over 17 million motorcycles, 3.5 million cars and over 5 million power products worldwide. Honda currently operates 70 production plants in 27 countries.

Honda's global sales in 2011 financial year were worth over £70 billion, and the company employs over 180,000 people around the world, including 4,000 in the UK.

In 2009, Honda celebrated 50 years of World Championship Racing. Today, Honda is an active participant in motorcycle, touring car and ATV racing and draws upon its proud racing heritage in every aspect of our business.

Honda has a strong environmental heritage. In 1999, it was the first company to sell hybrid vehicles in Europe, in 2008, the FCX Clarity became the world's first production fuel cell electric vehicle and in 2010, Honda's UK manufacturing plant achieved zero waste to landfill from the production process.

About ICM www.icm.co.uk

ICM is the only UK IT infrastructure and business continuity services provider to offer a complete range of on-premise, off-premise and cloud-based solutions to the mid market. Its many accreditations include Microsoft Gold Partner, Citrix Gold Partner, HP Gold Preferred Partner, NetApp Platinum Partner, as well as VMware Premier Services & Solutions Partner.

ICM has more than 30 years' experience working alongside private and public sector organisations, including Costain, Eddie Stobart, Phones4U, Swinton Insurance, Thomas Cook and Welcome Break, as well as building societies, universities, local government and healthcare organisations.

ICM was formed through the merger of Servo and ICM Business Continuity Services and is part of the Phoenix IT Group plc (quoted on the London Stock Exchange). ICM employs 700 people in 23 locations, including 18 business continuity centres and 13 datacentres throughout the UK, and has an annual turnover of £153.7million.

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