

## PRESS RELEASE

### Childrensalon invest in Hosted IT Services from Acora

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The UK's largest online luxury children's fashion retailer, Childrensalon, has appointed Acora (formerly ADA Technology Services) to deliver a six-figure hosted support services contract over the next three years.

The partnership will play a key role in delivering the luxury brand's expansion plans, which have already seen the online retailer's turnover triple since the beginning of 2009.

Acora will provide a complete hosted infrastructure with 1st, 2nd and 3rd line telephone support including onsite escalation. Harnessing the IT managed service specialist's nationwide presence, off-site replication will be delivered from its West Midlands data centre, whilst monitoring, technical account management and virtual CIO services will be delivered from its South East headquarters.

Ian Davidson, Childrensalon's IT Director, comments: "We have experienced phenomenal growth over the last three years and this has highlighted weaknesses within our existing IT infrastructure. With over 230 designer brands available through a business that is extensively e-commerce driven, we cannot afford for our systems to fail and Acora has been appointed to provide a level of scalability and reliability that cannot be achieved internally. This partnership will allow us to redirect the 15 per cent of company resources spent maintaining our servers on growing the business."

Childrensalon had been using an internal server estate until performance issues began constraining day-to-day activity. The luxury retailer decided to outsource rather than upgrade in order to gain access to proactive support, IT consultancy services and ongoing assistance with defining its long-term IT strategy.

Carl Grieves, Acora's Chief Sales Officer, adds: "Like many successful high-growth companies, Childrensalon has outgrown its existing IT infrastructure. Our role is to ensure that Childrensalon can build on its current success by removing the time and costs associated with managing an internal infrastructure and ensuring that its IT investment is strategic, structured and provides a catalyst for continued growth."

#### **At Acora we focus on outcomes, not incomes.**

Acora delivers Outsourced IT Services to visionary mid-market business leaders who need strategic agility without the shackles of high risk IT. We provide the freedom to flex further, and adapt faster – fully supported by an expertly managed, outcomes-focussed IT strategy. Because true service is about flexibility, we meet our clients' ever-changing strategic needs with outsourcing services delivered at whatever level feels right for them. When our clients talk, we listen. No error, no confusion. Just singular, dynamic service that drives new business value at every level in a new and uncertain economy.

**Further information:** Alison Thompson, Head of Marketing.

E: [a.thompson@acora.com](mailto:a.thompson@acora.com)

T: +44 (0) 1444 232 000