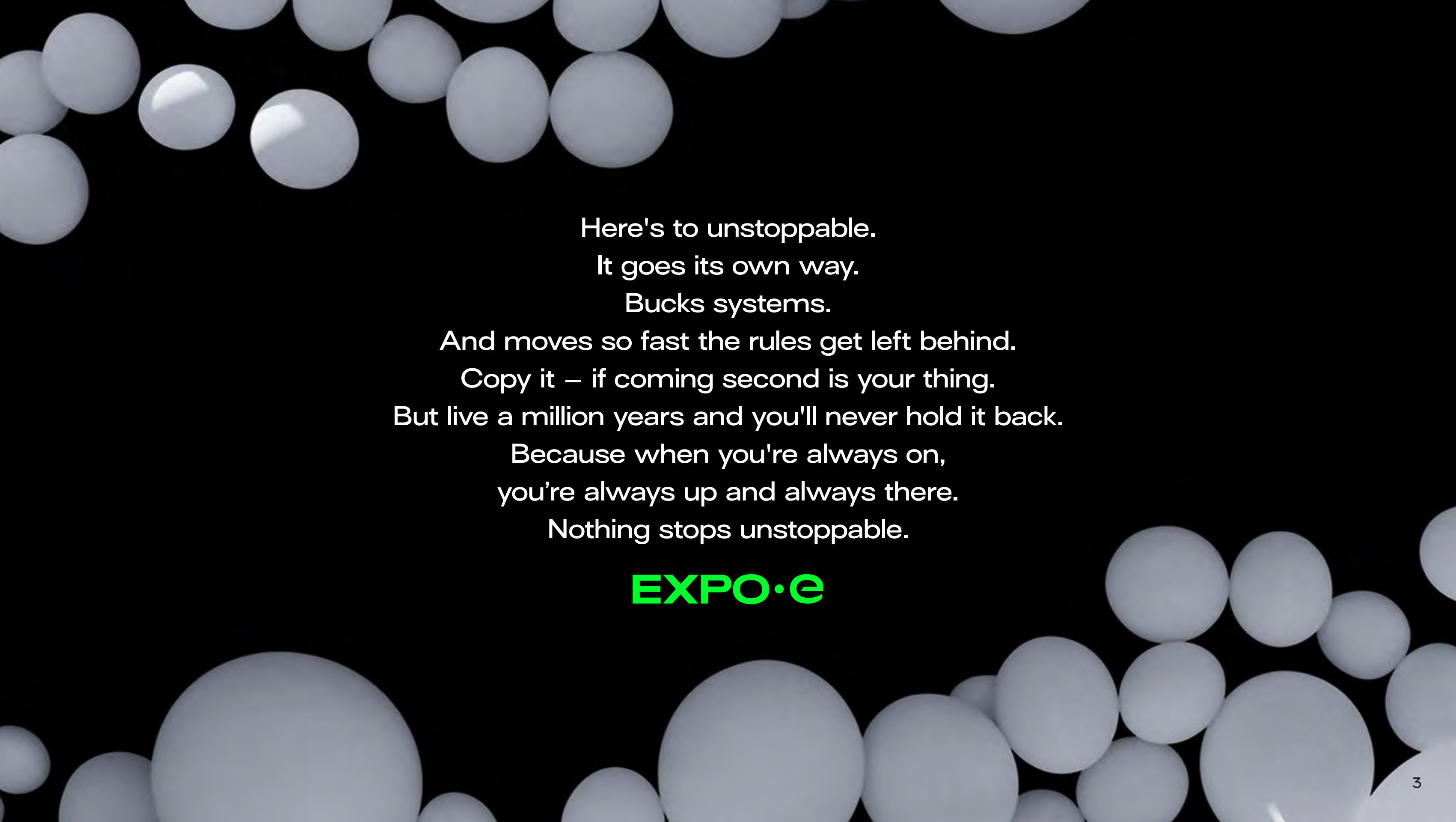


EXPO.e

Brand Guidelines

The background of the slide is black, adorned with numerous white, semi-transparent spheres of varying sizes. These spheres are scattered across the frame, with a higher concentration at the top and bottom edges, creating a sense of depth and movement. The central text is a vibrant green color, standing out prominently against the dark background.

**Welcome to an
unstoppabble world.**



Here's to unstoppable.
It goes its own way.
Bucks systems.
And moves so fast the rules get left behind.
Copy it – if coming second is your thing.
But live a million years and you'll never hold it back.
Because when you're always on,
you're always up and always there.
Nothing stops unstoppable.

EXPO•e

Contents

BRAND PLATFORM

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BRAND EXPRESSION

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CONTACT

Brand platform.

Our brand platform is the foundation of everything we do. It sums up what we offer, who we are, and how we behave.



Be unstoppable.

We move people and businesses forward – fast.
And we make sure nothing ever holds them back.

It's what drives us. It's also the big idea behind
our brand.

We're the can-do tech expert.

Because we know it's about attitude, ideas and
imagination as much as wires and switches.
That's what makes us different.

Our principles inform everything we do,
and shape the customer experience.

Energetic.

We're always tireless.



Our customers know we've got their back,
and our enthusiasm is infectious.

Can-do.

We're always positive.



Our customers trust us to make things happen,
with skill and at speed.

Super smart.


We always lead the way.



Our customers are ahead of the curve,
because we keep them there.

Brand expression

Our identity's not just a logo. It is a design scheme made up of various elements that add up to a distinctive, ownable look and feel. One that's instantly recognisable and creatively flexible.



Be unstoppable.

Lee Wade
Founder

+44 (0)7712 345 678
+44 (0)20 8312 3456
lee.wade@expo-e.com

The network. The technology. The people.





Be unstoppable.

Cloud without fog.

Let's be clear, your Cloud is only as good as your network. Our 100GigE makes your Cloud fast and secure so you can worry about building your business.

The network. The technology. The people.



A connectivity solution suitable for corporate guests.

CASE STUDY: LEISURE



×



THE CHALLENGE

The Barbican was looking to maintain its position as a world-class venue in a very competitive marketplace. In order to broaden its appeal to corporate clients, The Barbican implemented a £14.1m refurbishment of its conference facilities. In line with these improvements, The Barbican decided to upgrade its existing 2Mbps copper-based Internet connection, which was being used to capacity. This was having an adverse effect on the speed of Internet based services. Applications such as teleconferencing systems, internal e-mail and WiFi services slowed down as they competed for bandwidth. The Barbican's existing 2Mbps connection also meant there was limited bandwidth capacity to support the growing demand for Internet access at corporate events, conferences and seminars held at The Barbican.

The Barbican decided to upgrade from its copper-based Internet service to a 100Mbps fibre-based Internet connection. A robust fail-over option would also be installed to provide additional resiliency for Internet services. The additional bandwidth would allow The Barbican to address the immediate needs of slow speeds suffered by Internet users, provide Internet access to corporate clients in keeping with The Barbican's world-class reputation and improve the resiliency of Internet services.

In addition, the project team faced the challenge of adopting a new set of IP addresses. A knock-on effect of this would be the need to re-configure Firewalls, and make Network address translation (NAT) changes. The project team would have to undertake an overnight migration to minimise disruption to visitor services during business hours.

THE SOLUTION

After comparing a number of solution providers rigorously, EXPO.E was chosen to deploy a 100Mbps fibre Internet connection. The deciding factors were EXPO.E's professional and responsive approach in designing a solution, its expertise in fibre-based Network solutions and experience in the Leisure and Hospitality sector. EXPO.E provided The Barbican with a significant increase in bandwidth.

The additional bandwidth immediately addressed usability issues experienced by Internet users. The extra capacity also provided The Barbican with the scalability needed to create a dedicated WiFi zone for visitors. The Internet connection provided by EXPO.E enabled The Barbican to deliver multiple services over one connection by splitting VLANs.

This meant The Barbican could set and change the bandwidth dedicated to specific services with a few simple keystrokes. This additional flexibility meant that key services such as WiFi or booking services no longer competed for bandwidth. The simplicity in making changes to this service also means that The Barbican is able to provide corporate clients with their own dedicated Internet access to support their events.

THE SUPPORT

The Barbican Centre (The Barbican) is one of the world's leading arts centres that invests in the artists of today and tomorrow, it is founded and run by the City of London Corporation. It showcases an international programme that encompasses dance, film, music, theatre, visual arts and creative learning. The Grade II listed, architecturally renowned Centre was opened in 1982 and is comprised of the 1949 seat Barbican Hall, 1166-seat Barbican Theatre, Pit theatre, 286 seat cinema, Barbican Art Gallery, a second gallery, The Curve, foyers and public spaces, a library, Lakeside Terrace, roof-top tropical conservatory, conference facilities and three restaurants.

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Disaster Recovery


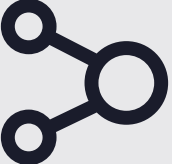

Is your business safe from the threat of data loss?

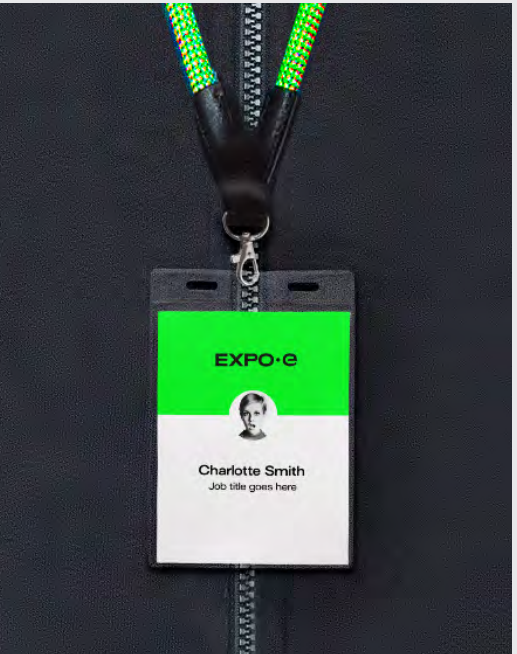
Data recovery and business continuity are now inextricably linked — and completely essential to modern data-driven business. There are a number of factors that can result in data loss, and CTOs will need to develop disaster recovery plans capable of coping with them all.

Research consistently underscores the importance of preventing data loss. The financial costs of an initial data loss event are punishing, but damage to brand image simply adds to the losses.

Be unstoppable.

expo-e.com





Hyper-powerful. Not hyper-hyped.





Be unstoppable.

Digital capabilities in legal.

Equipping IT leaders with the skills and knowledge for the digital era.

The network. The technology. The people.

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Business is unstoppable.

The network. The Technology. The people.

Our wordmark is one of our core assets. It is clean, bold and confident. The lowercase 'e' is distinctive and totally unique to us.

Treat the wordmark like a logo. It should never be used in body copy. Instead, write our name in caps, with a full stop after the 'O': EXPO.E.



EXPO.e

Our wordmark – colourways

The wordmark can be used in four different colourways, all using combinations from our core brand colours. You should never use it in any other form.



Using our wordmark

(1) Exclusion zone
Make sure there's always a clear space around the workmark.
This exclusion zone should be equal to the height of the 'e'.

(2) Minimum size
The minimum possible size of the wordmark is 25mm or 70px.
Never reproduce it at a smaller size, as legibility will be compromised.



(1)



(2)

EXPO.e
25mm/70px

Brand expression

Brandmark

In situations where there's not enough space to feature the full wordmark – such as social avatars or diagrams (1) – our bespoke letter 'e' can be used as a standalone brandmark.

You should only use it in the colourways featured here, and always with an exclusion zone of 1/4 of the X height (2).



(1)



(2)



Our brand line is our promise to customers. It also conveys our own commitment, drive and attitude. It should feature on all customer-facing comms – unless we're using the word 'unstoppable' in a headline, to direct our promise to a particular sector or client. See pages 46–50 for examples of this approach.



Be unstoppable.

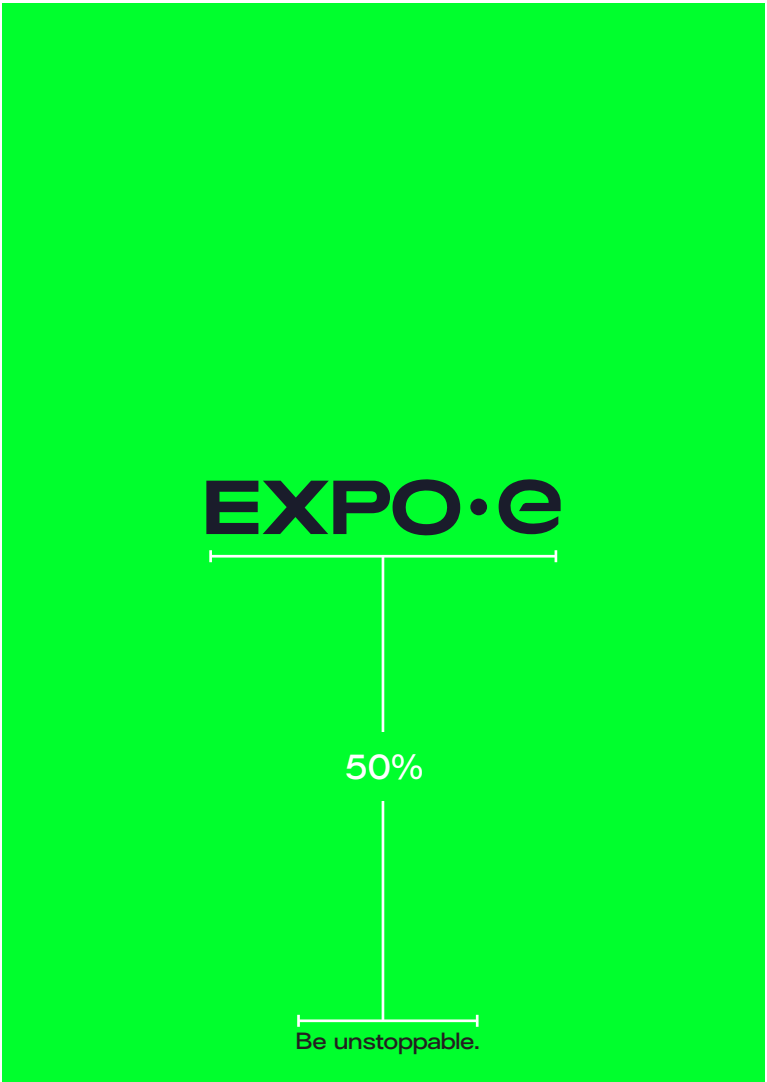
Brand line – usage

- (1) Stationery
Our brand line should be centred at the bottom of the page, and set at 50% of the size of the logo.
- (2) ATL
The brand line should be the same width as wordmark, and sit in the top right corner, directly opposite.

- (3) Technical documents
The brand line should be the same width as the wordmark, and sit at the foot of the page, on the left side.



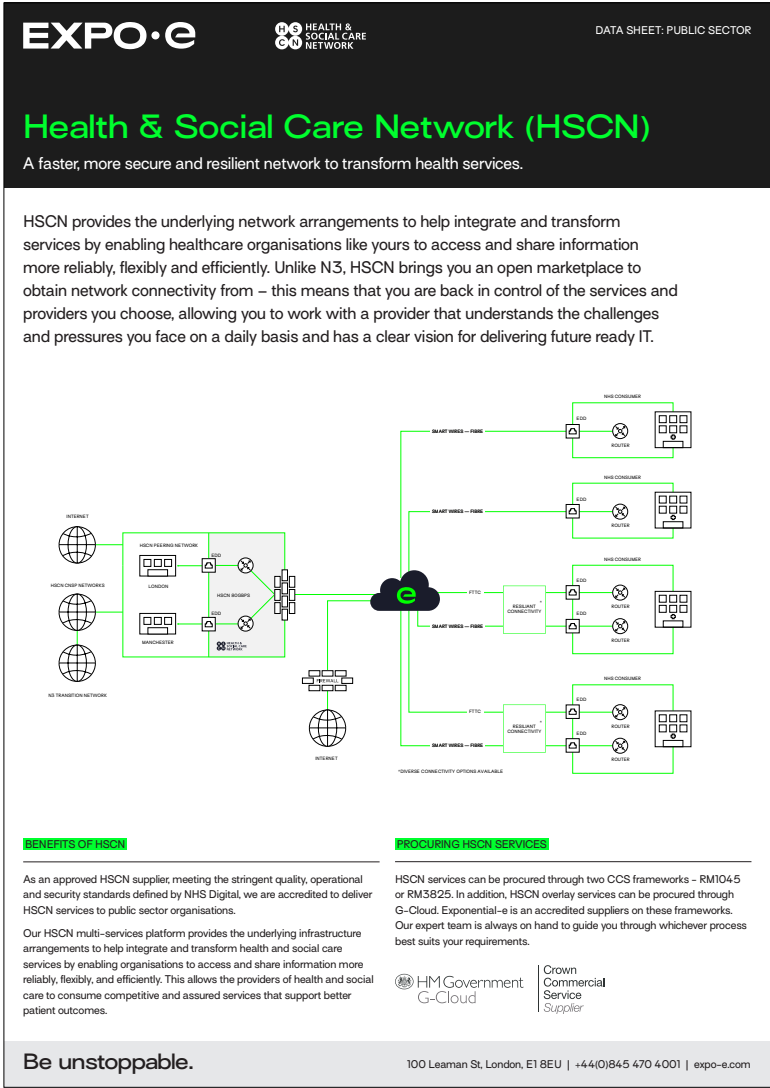
(1)



(2)



(3)



Brand expression

Business descriptor

Our business descriptor lets people know exactly what we offer. It should be used in conjunction with our wordmark and brand line, where appropriate.



The network. The technology. The people.

Business descriptor

– usage

(1) Sizing
The width of the descriptor should always be 1.5 times the width of the wordmark.

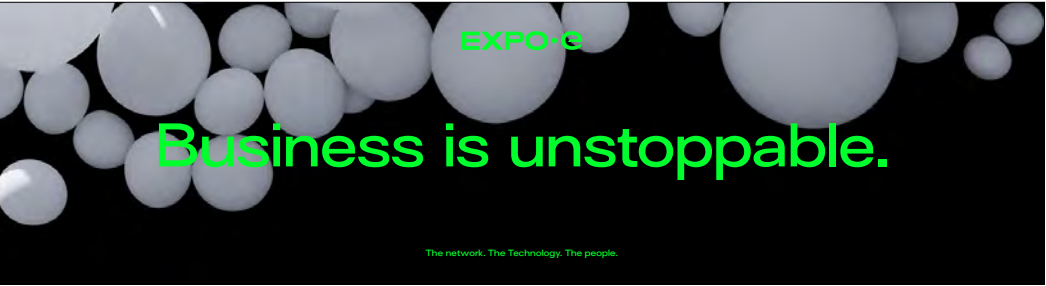
(2) In practice
The descriptor should always sit at the foot of the page. It can be positioned in the left or centred, depending on the format.



(1)



(2)



Computer says 'yes'.

Our tone of voice reflects our principles.
It's energetic, can-do, super-smart – and
full of forward momentum.

Tone of voice – how to make it energetic.



BE HUMAN

The sector's full of technical terms, data points and industry jargon. Cut through it with real-world language that gets to the point: our network's not just secure, it's safe as houses.

BE PLAYFUL

Puns and word-play have their place. Turn familiar phrases upside-down or inside-out to make your case in a new way. After all, around here, computers say 'yes'.

ADD SOME RHYTHM

Mix up your sentence lengths. It adds pace. It creates a sense of momentum. And it helps to move the reader on, from one point to the next.

Tone of voice – how to make it can-do.



BE ACTIVE

Address the reader directly, in the active voice: ‘We’ll get it done’ – not ‘something will be done’. And use lots of verbs. They create a sense of action.

LEAD WITH THE BENEFITS

Start with what matters to the customer and reinforce it. It’s all about them, their ambitions, their business, and how we can move them forward.

CUT THE BULL

Use concrete terms. Provide evidence and examples. Our products and services are cutting-edge: there’s no need to blag it.

Tone of voice – how to make it super-smart.



SHOW CONFIDENCE

Keep it succinct and let the facts speak for themselves. Buzzwords, exaggerations and embellishments make it sound like we've got something to hide.

SHOW AUTHORITY

Lead the conversation. Pose questions. Suggest solutions. Talk about what we can offer and why it's relevant – not what everyone else doing.

SHOW EMPATHY

Flex the tone to suit your audience. If you're addressing a CEO or industry peer, make it inspirational. If it's someone in procurement, offer reassurance.

Tone of voice – examples

(1) This copy features a mix of sentence lengths to add momentum. The language is human and the meaning is clear. Benefits are highlighted in the headline, and reinforced in the conclusion.

(2) Here the messaging is succinct and confident. It gets to the point, while adding authority and personality with everyday language.



(1)

Meet our 100GigE secure, super-fast network*.

*Safe as houses and turbo-charged to let you get on with the important stuff.

Over the last 14 years, we’ve built a network that’s dedicated to business. And it underpins all the services we deliver. It’s a rock-solid foundation that’s in reach of 90% of UK businesses. We’ve invested hundreds of millions of pounds in our Network to make it secure. So, it’s fit to drive everything you do. The robust MPLS Network powers our VPLS technology, with Nokia core switches at its heart. This makes it one of the UK's most secure carrier-class Networks, which means you can get on with the most important business: building your business.

(2)

Cloud without the fog.

Let’s be clear, your Cloud is only as good as your network.

Everyone knows the Cloud is brilliant for business. But most Cloud providers don’t have their own Network to back it up. (This is where 50% of the value you can expect from the Cloud is found.) In a bandwidth-hungry world, we know the Network is the Cloud.

We’ve invested £100 million in our Layer 2 VPLS Network to give you seamless interoperability right inside your Cloud infrastructure. This whip-smart enterprise-class Cloud-Network model, supported by world-class engineering and a can-do approach to partnership is what sets Expo-e apart from crowd.

AT Surt is
our typeface.

It's at the heart of our identity, and the foundation for all EXPO.E branding. We use two weights across all communications, to keep things clean, simple and impactful.

Brand expression

Typography – primary typeface

(1) For headlines and sub-heads, we use AT Surt in extended demi-bold. It's clean, confident and human.

(2) For body copy, we use AT Surt in regular, wherever possible.

Letter spacing

When setting large headlines or display typography, the space between the letters and words should be close, but not touching. Set kerning to optical.



(1)

Headlines

Descriptor and subheadings

(2)

Body copy... a venesciat. Mod ute voluptaectus
mod mos et volore ped quas aliqua vel ipsandunt
voluptas autatur, qui sunt. Distrum sumqueTem
earum, tota quatus intecae cus sit lamus quam
velli quam fugiandiste voluptati ulpa sunt aruptat
laborest, sa autati denis

Typography – secondary typeface

(1) In circumstance where AT Surt isn't available – for example, in internal comms – use Helvetica Neue, medium, for headlines, descriptors and subheadings.

(2) Use Helvetica Neue regular for body copy, whenever you can't use AT Surt.



(1)

Headlines

Descriptors and subheadings

(2)

Body copy... a venesciat. Mod ute voluptaectus mod mos et volore ped quas aliqua vel ipsandunt voluptas autatur, qui sunt. Distrum sumqueTem earum, tota quatus intecae cus sit lamus quam velli quam fugiandiste voluptati ulpa sunt aruptat laborest, sa autati denis

Great things
happen when all
the lights are on.

Green means go. Green means unstoppable.
And it's our core brand colour.

Colour ratio

Green, black and white are the dominant colours of our brand.
Together, they create a clear, clean, standout identity.



(1) Primary palette
These colours feature across all communications.

(2) 100% black
This is used for text when appearing on a white or light grey background, which aids legibility. It's also used for the 'unstoppable world' assets.

(3) Secondary palette
This should only be used for charts, graphs, and other information design, where a wider suite of colours is required. it should always be used in conjunction with the primary palette.



(1)

| Pantone 802 | Pantone 7547 | White |
|-----------------------------|----------------------------|--------------------------|
| C 67 M 0 Y 100 K 0 | C 40 M 0 Y 0 K 80 | C 0 M 0 Y 0 K 0 |
| R 0 G 255 B 45 | R 26 G 28 B 43 | R 255 G 255 B 255 |
| #00ff2d | #1a1c2b | #ffffff |

(2)

| 100% black |
|----------------------------|
| C 0 M 0 Y 0 K 100 |
| R 0 G 0 B 0 |
| #000000 |

(3)

| Pantone 802 (50%) | Pantone 802 (25%) | Pantone 332 |
|----------------------------|----------------------------|----------------------------------|
| C 43 M 0 Y 63 K 0 | C 23 M 0 Y 30 K 0 | C 33 M 0 Y 18 K 0 |
| R 127 G 255 B 149 | R 191 G 255 B 202 | R 0 G 255 B 215 |
| #7fff95 | #bfffca | #00ffd8 |
| | | Confirmation on breakdown TBC |

Brand expression

Hero 3D assets

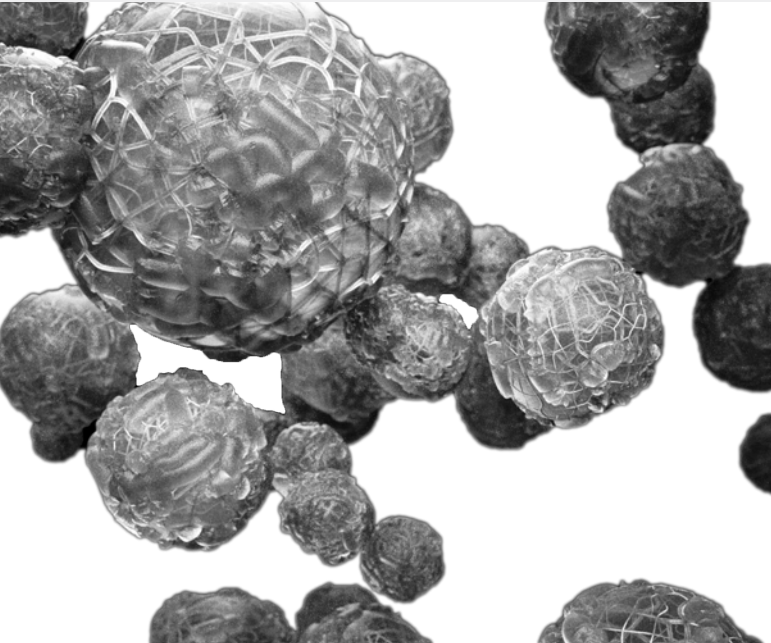
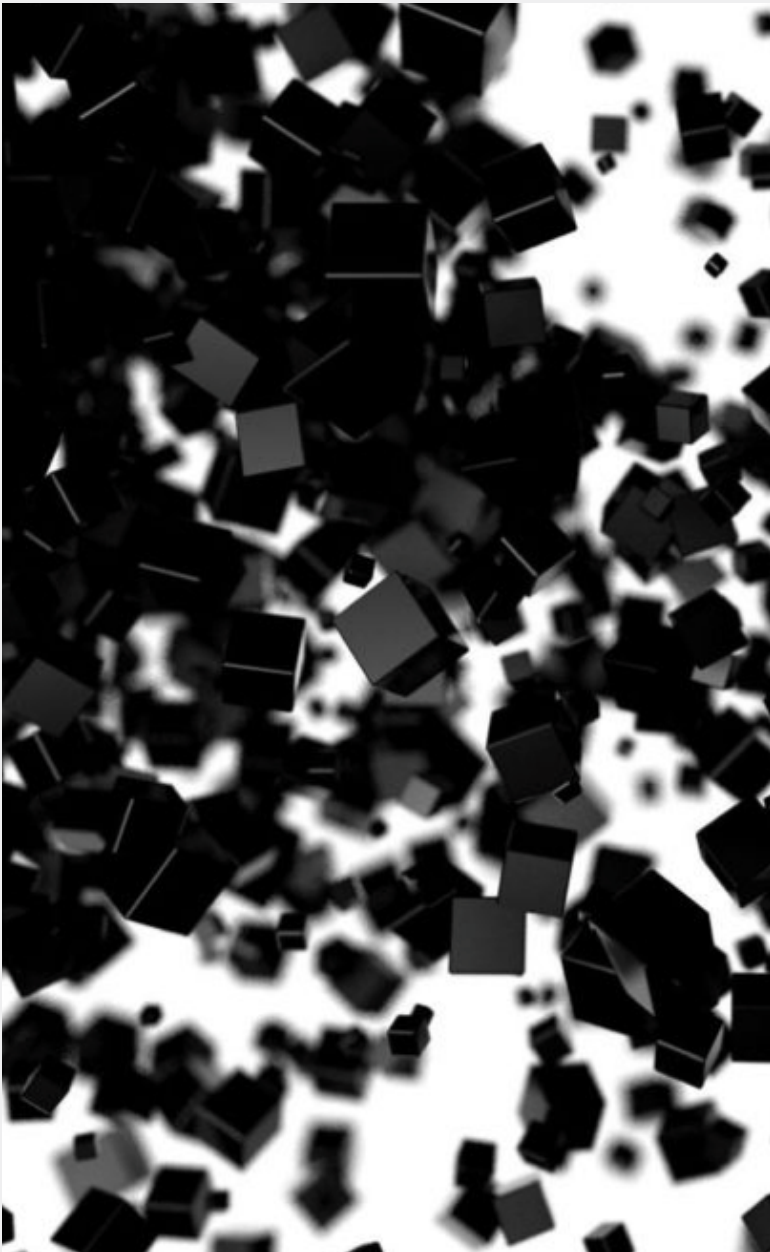
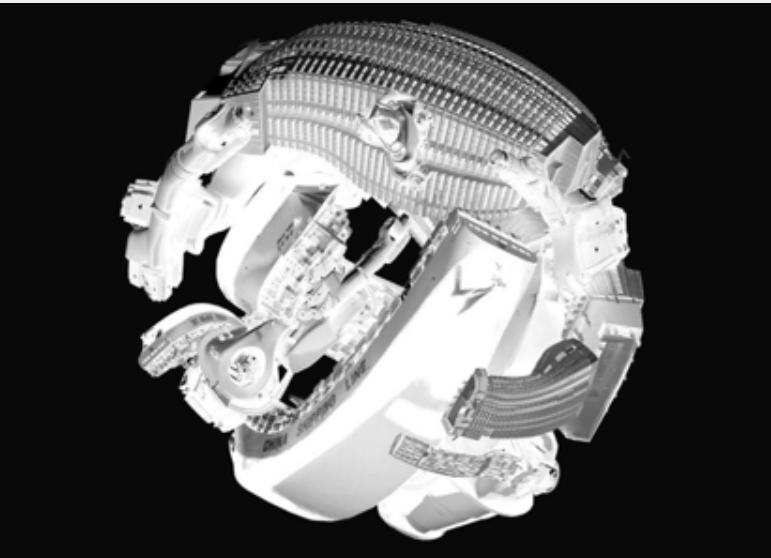


The unstoppable world.

An ever-changing, dynamic world is our hero asset. It suggests perpetual progress and purposeful transformation – exactly what we offer our clients.

Hero 3D assets

Wherever possible, the unstoppable world should feature as a 3D motion graphic, but it can also be used as still imagery as and when required.



Brand expression

Photography – workforce

We use black and white portraiture to celebrate our workforce, and give our business a human face. It should always feel warm, friendly and unposed, with neutral backgrounds and warm lighting.



Brand expression

Photography – case studies

Use darker tones, and include more background detail, to suggest the context each client operates in.



Advanced Managed Security Service

Brand expression

Highlighter – usage

(1) Headlines
When using the highlighter to pull out headlines, include a border equal to 1/2 the cap height of the text.

(2) Titles
When using the highlighter to break up data, or aid navigation, include a border equal to 1/4 of the cap height. Sub-heads should always be set in all caps.



(1)



Example:

EXPO•e

Be unstoppable.

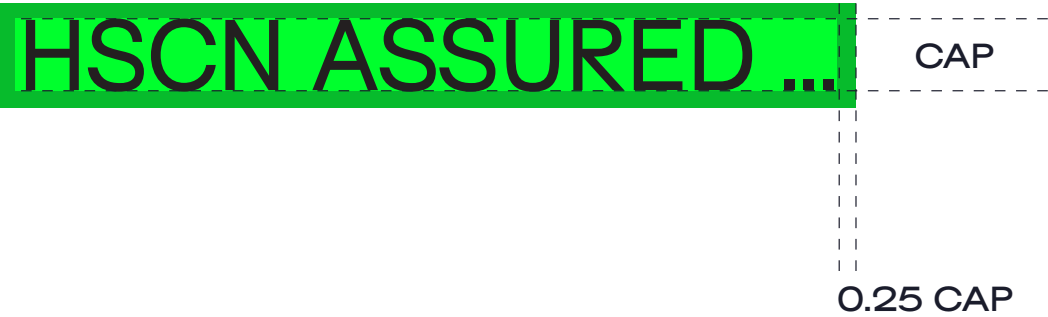
Digital capabilities in legal.

Equipping IT leaders with the skills and knowledge for the digital era.


The network. The technology. The people.

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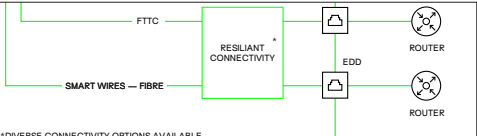
(2)



Example:



INTERNET



*DIVERSE CONNECTIVITY OPTIONS AVAILABLE

BENEFITS OF HSCN

As an approved HSCN supplier, meeting the stringent quality, operational and security standards defined by NHS Digital, we are accredited to deliver HSCN services to public sector organisations.

Our HSCN multi-services platform provides the underlying infrastructure arrangements to help integrate and transform health and social care services by enabling organisations to access and share information more reliably, flexibly, and efficiently. This allows the providers of health and social care to consume competitive and assured services that support better patient outcomes.

PROCURING HSCN SERVICES

HSCN services can be procured through two CCS fra or RM3825. In addition, HSCN overlay services can be G-Cloud. Exponential-e is an accredited suppliers on Our expert team is always on hand to guide you throu best suits your requirements.

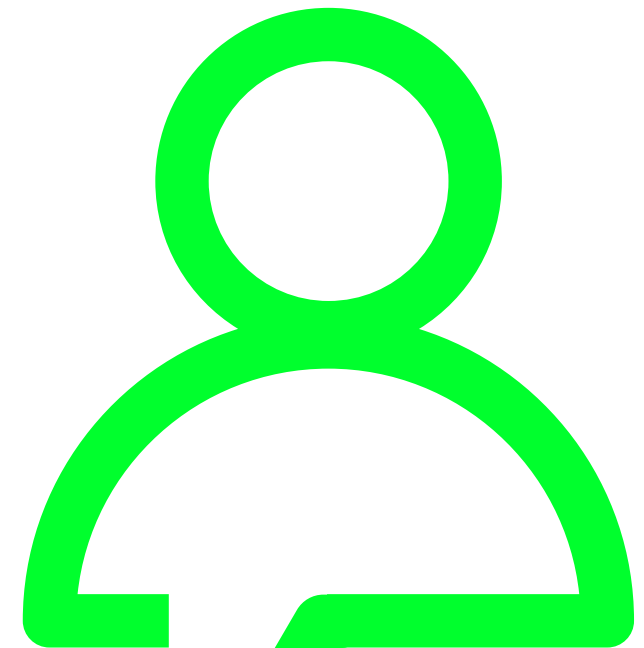
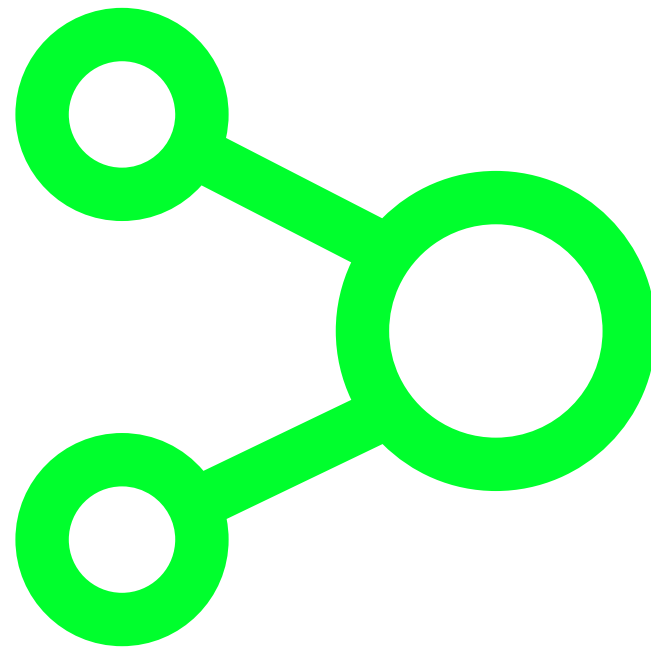


HM Government
G-Cloud

Crown
Commercial
Service
Supplier

Be unstoppable.

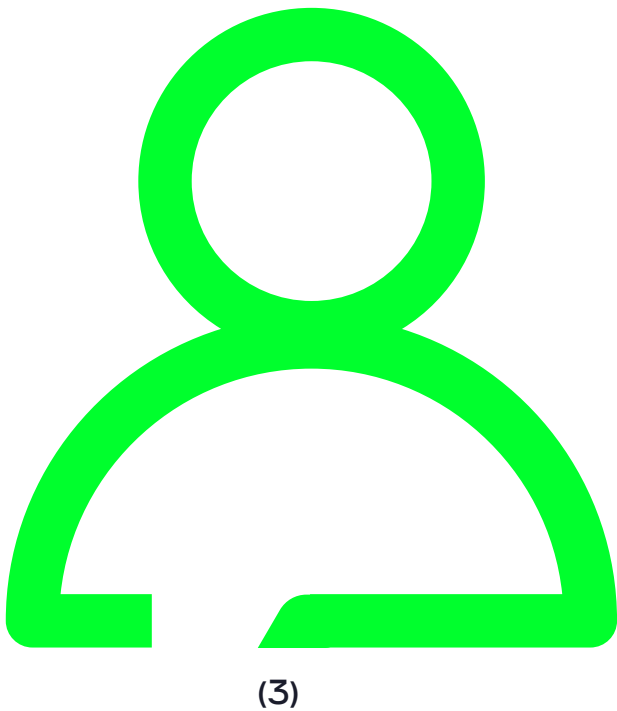
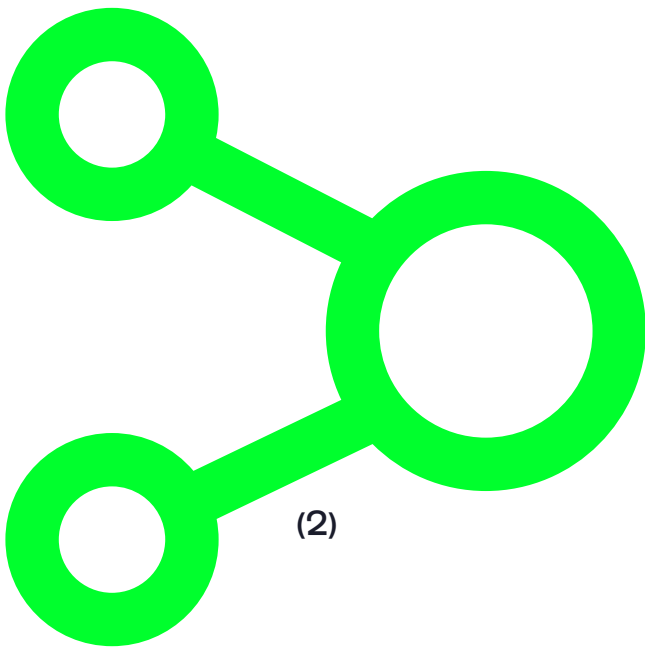
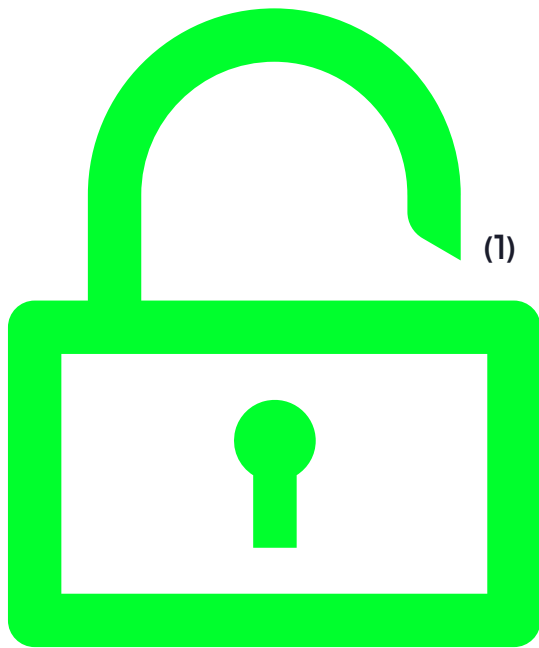
100 Leaman St, London, E1 8EU | +44(0)845 47



(1) This lock icon is built from geometric shapes – squares, rectangles and circles – but features the same cut diagonal as our 'e'.

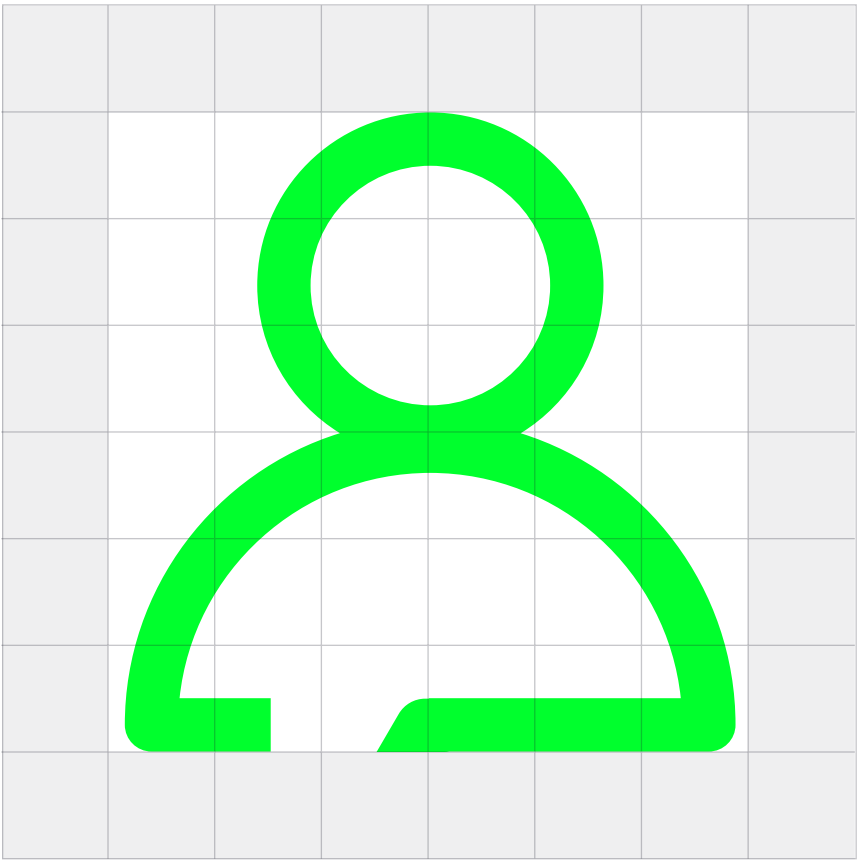
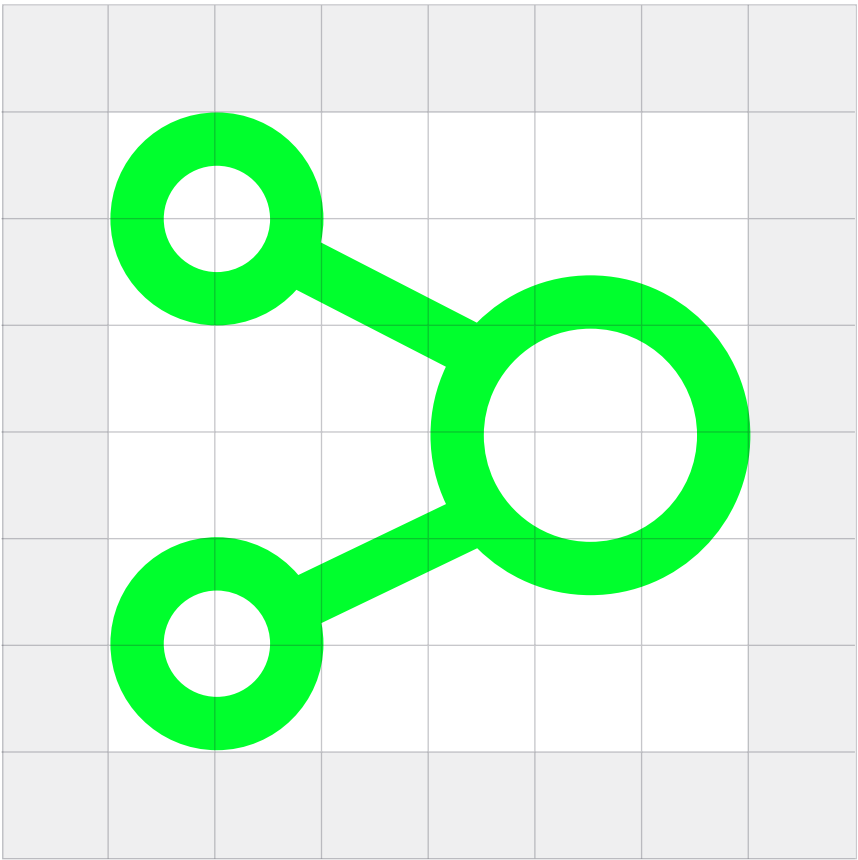
(2) The stroke width should be consistent across all icons.

(3) Here, the rounded corners and flat cap on the stroke line also echo the 'e'.



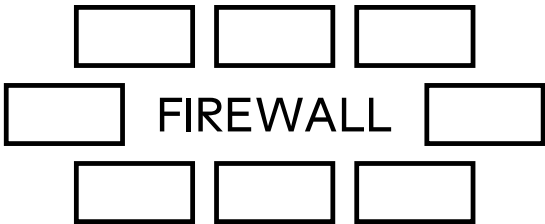
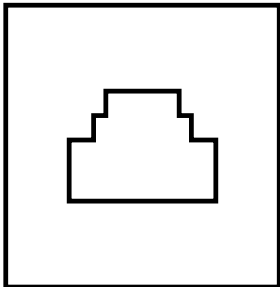
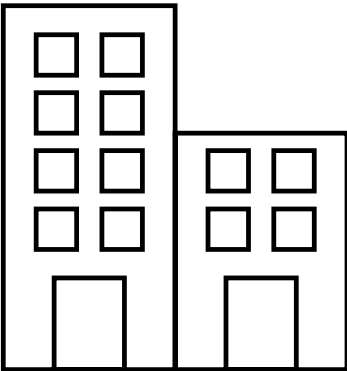
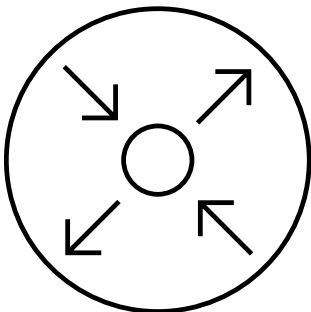
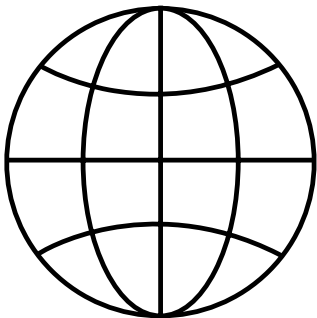
We use an 8x8 grid to house all icons. This keeps them in proportion to each other.

Always leave a clear boarder equal to one square around each icon, so it can breathe. Icons should be as close a fit as possible with the border edge, but don't force it: the integrity of the shape and structure comes first.



Pictorial diagram

Like our messaging, our pictorial diagrams are straight to the point, no fluff. These diagrams are clean and functional.

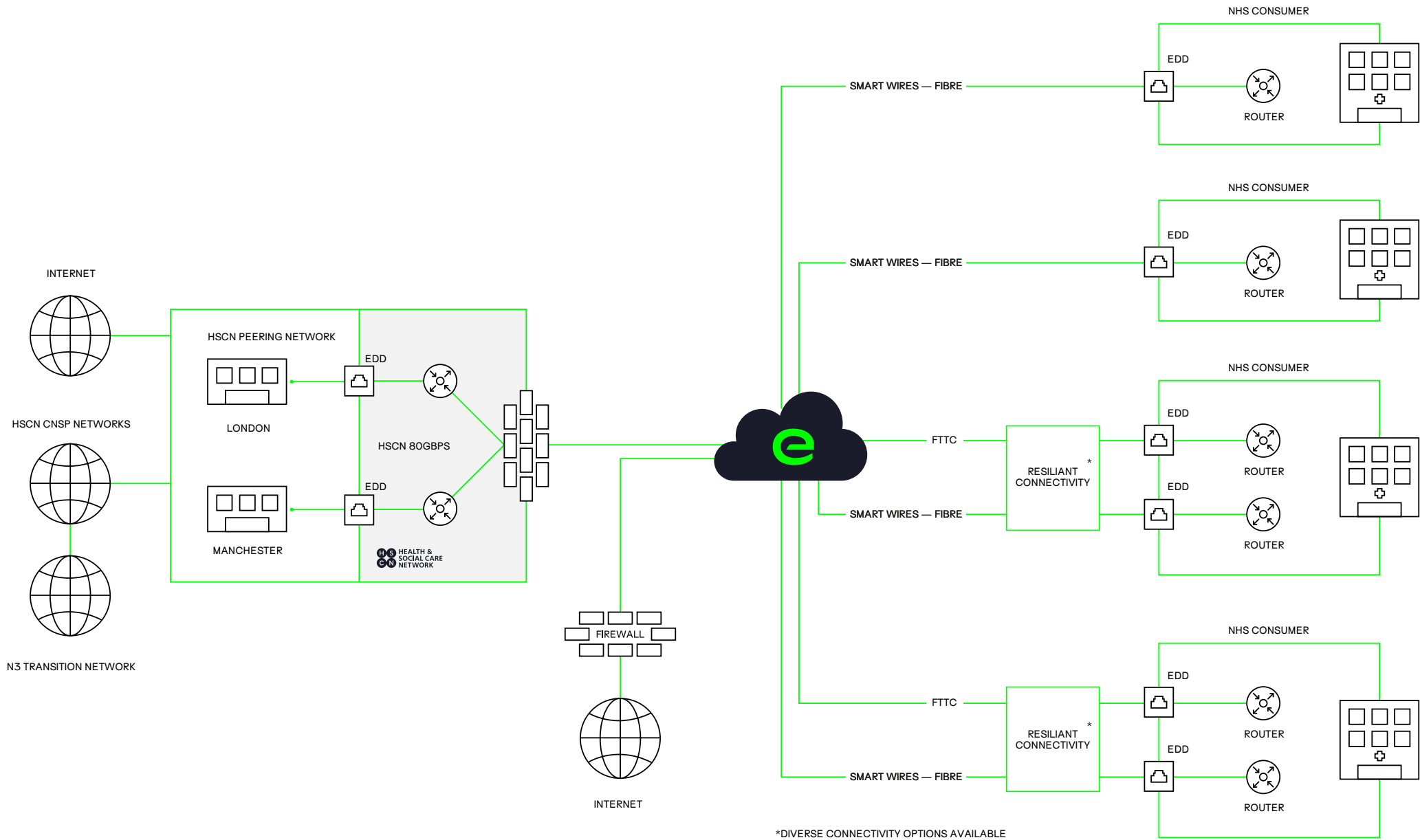


Brand expression

Pictorial diagram

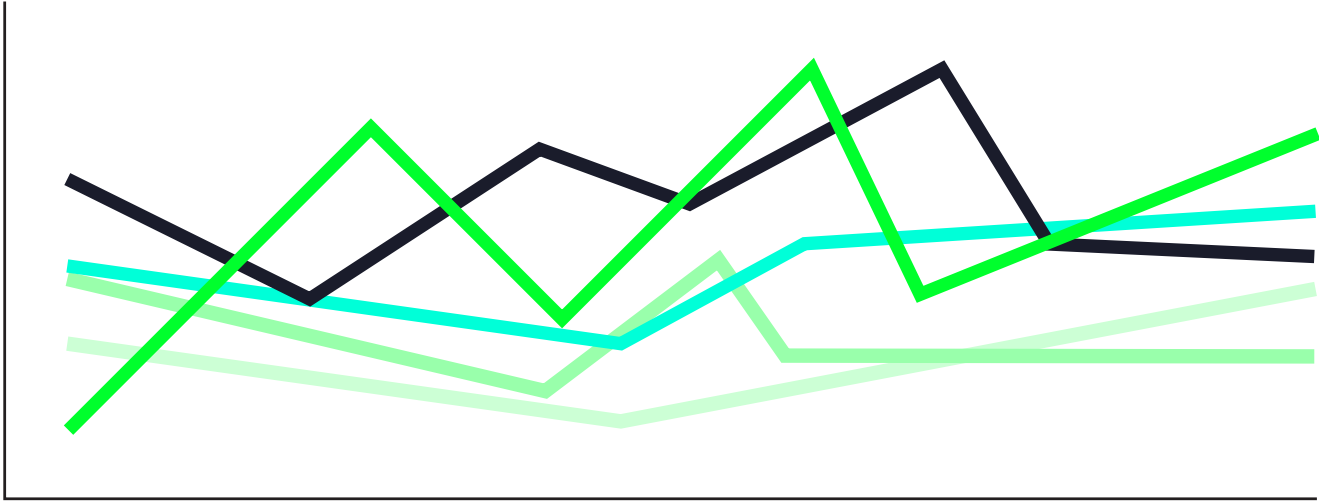
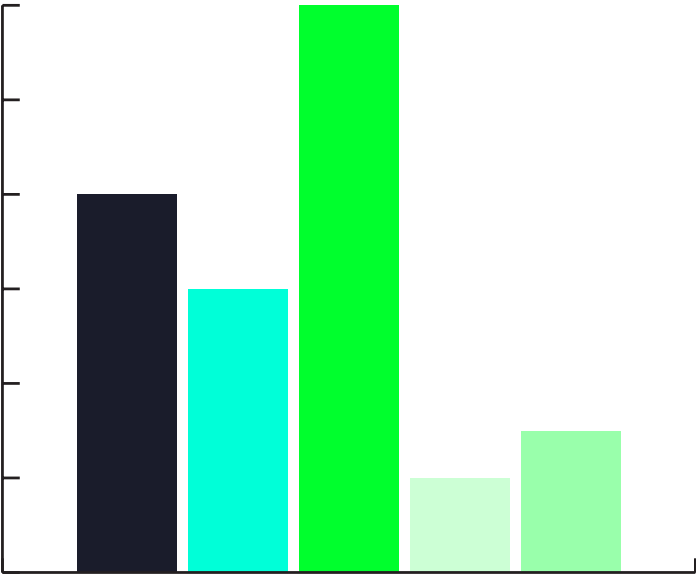
– example

Diagrams like these can be complex, so clarity is key. Always use black for icons and type, and green for connecting lines.

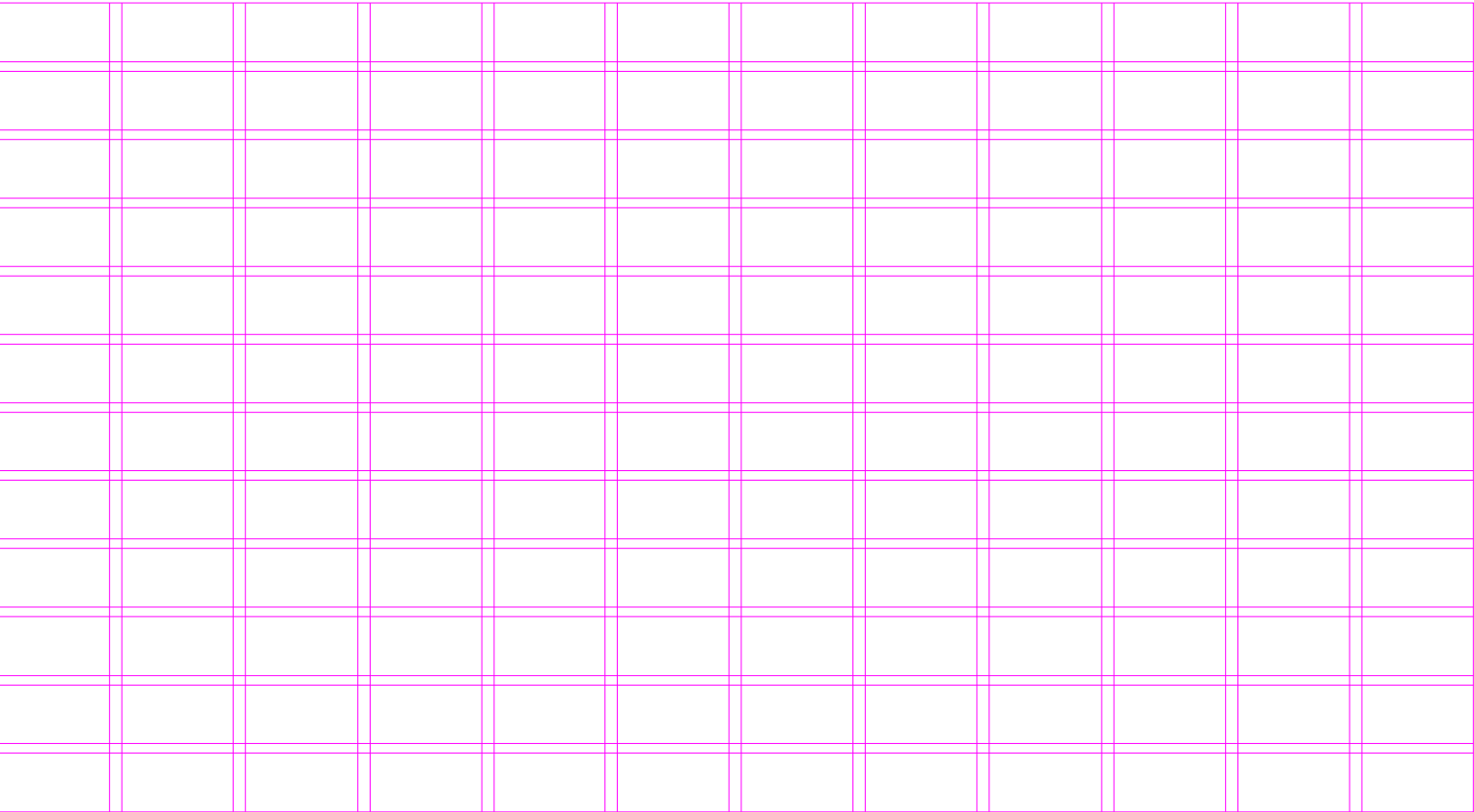
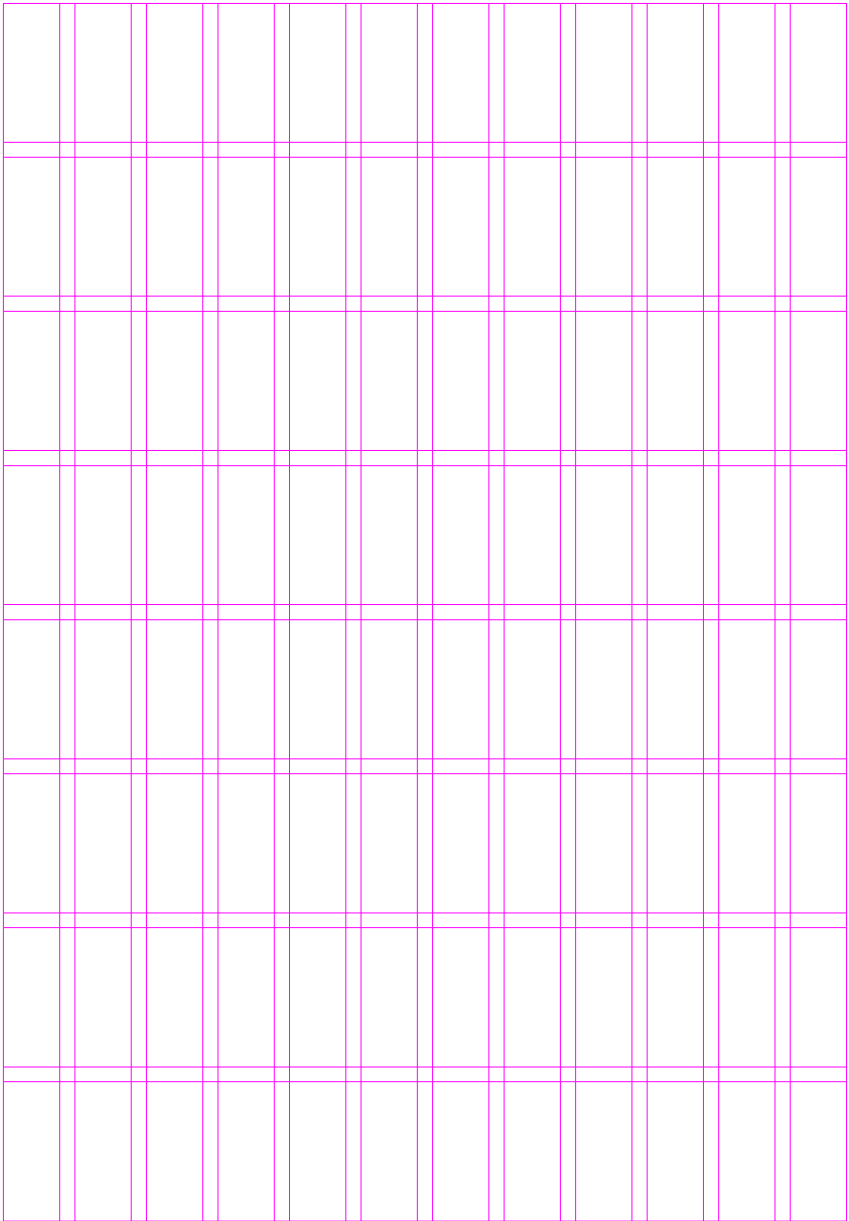


Use our core brand colours first and foremost, and lead with green – it should always be the most dominant colour.

Introduce supplementary colours from our secondary palette as and when required.



Our 12x12 grid has been designed to create consistency, while offering as much flexibility as possible. It should be used across all formats and channels.



Grids – examples



EXPO•e

Be unstoppable.

Cloud
without fog.

Let's be clear, your Cloud is only as good as your network. Our 100GigE makes your Cloud fast and secure so you can worry about building your business.

The network. The technology. The people.

EXPO•e

Be unstoppable.

Digital capabilities in legal.

Equipping IT leaders with the skills and knowledge for the digital era.

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Application

These sample applications show how
our brand assets can be combined and flexed,
to work across all channels.

Brand comms



EXPO·e

Business is unstoppable.

The network. The technology. The people.





EXPO·e

Be unstoppable.

Science is

The network. The technology. The people.

EXPO·e

Be unstoppable.



unstoppable.

The network. The technology. The people.

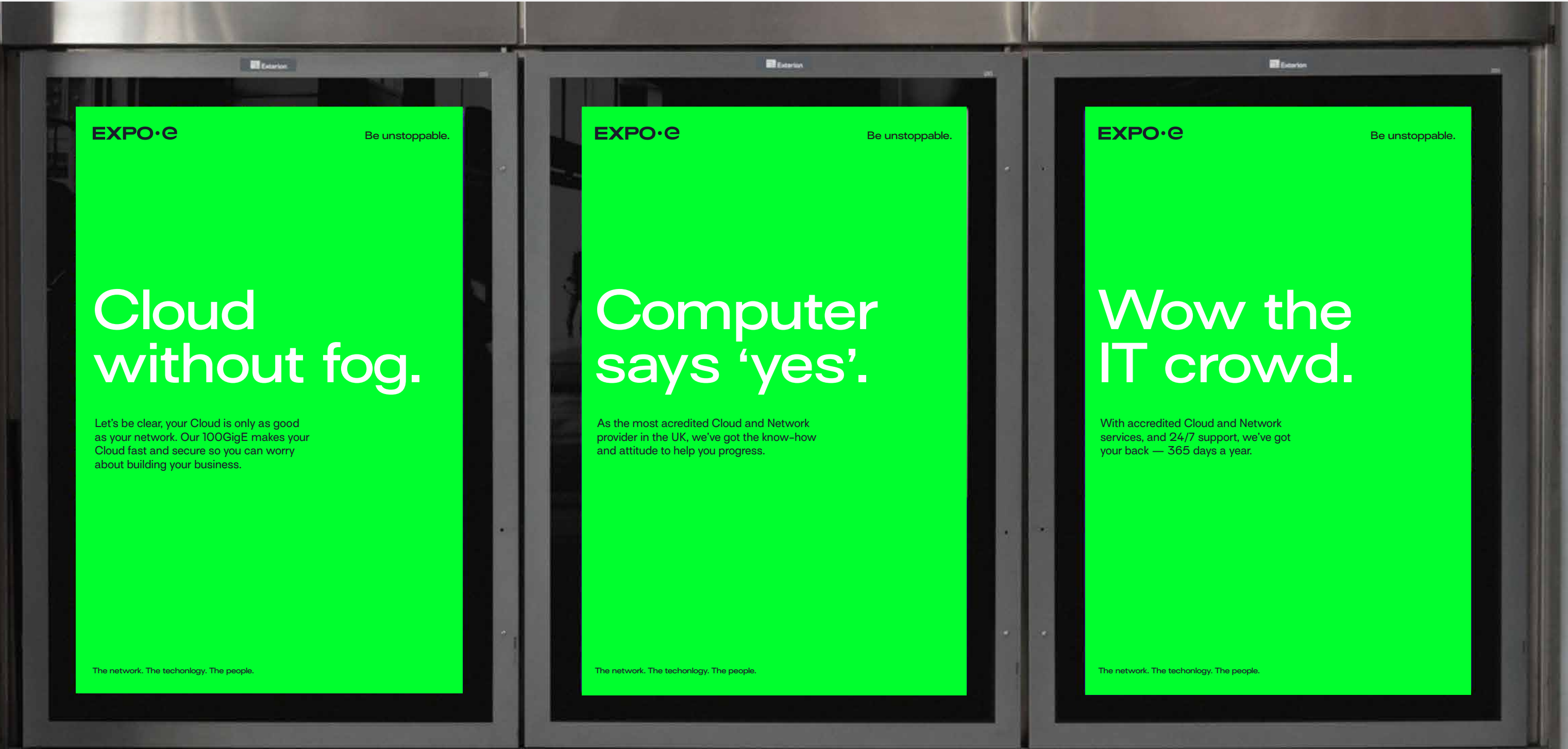
Dus as ab is reria venesciat, Mod ute voluptaectus mod mos et volore ped quas
aliquia vel ipsandunt voluptas autatur, qui sunt. Distrum sumqueTem earum,
tota quentus intercae cus sit lamus

EXPO.e

Business is unstoppable.

The network. The technology. The people.

Products comms



EXPO•E

Be unstoppable.

Cloud without fog.

Let's be clear, your Cloud is only as good as your network. Our 100GigE makes your Cloud fast and secure so you can worry about building your business.

The network. The technology. The people.

EXPO•E

Be unstoppable.

Computer says 'yes'.

As the most accredited Cloud and Network provider in the UK, we've got the know-how and attitude to help you progress.

The network. The technology. The people.

EXPO•E

Be unstoppable.

Wow the IT crowd.

With accredited Cloud and Network services, and 24/7 support, we've got your back — 365 days a year.

The network. The technology. The people.

EXPO•e

Be unstoppable.

Cloud without fog.

Let's be clear, your Cloud is only as good as your network. Our 100GigE makes your Cloud fast and secure so you can worry about building your business.

The network. The technology. The people.

EXPO•e

Be unstoppable.

Computer says 'yes'.

As the most accredited Cloud and Network provider in the UK, we've got the know-how and attitude to help you progress.

The network. The technology. The people.

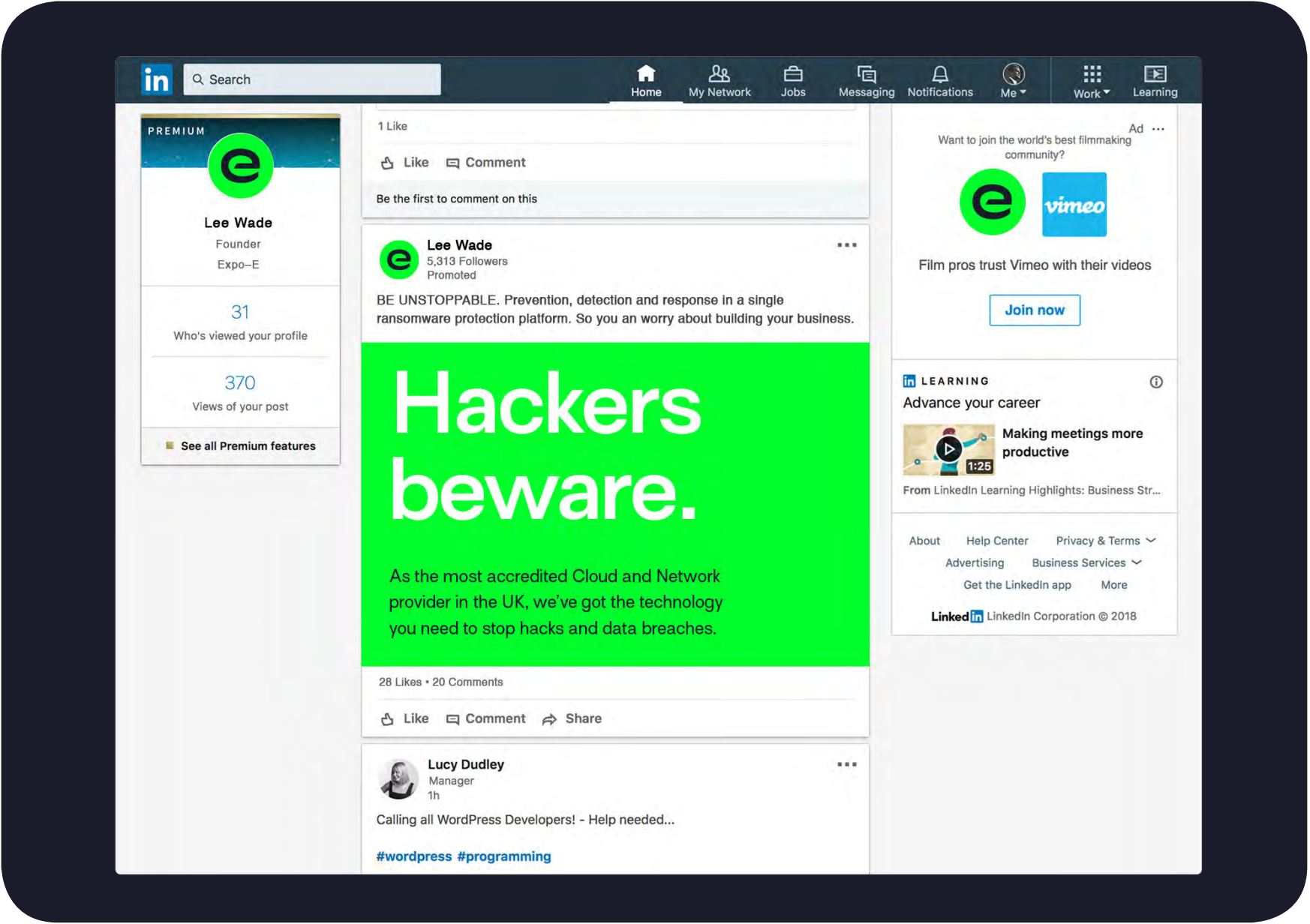
EXPO•e

Be unstoppable.

Wow the IT crowd.

With accredited Cloud and Network services, and 24/7 support, we've got your back — 365 days a year.

The network. The technology. The people.





Hackers beware.

As the most accredited Cloud and Network provider in the UK, we've got the technology you need to stop hacks and data breaches.

Hyper- powerful. Not hyper- hyped.

Unstoppable offers

| | | |
|-------|-------|-------|
| 1gb | 500mb | 100mb |
| £435* | £435* | £199* |

Meet our 100GigE super-fast network.
Safe as houses and turbo-charged so you can get on with business.

Our white papers are data-heavy. Use the highlighter device and 'unstoppable world' assets to break up the information and add visual interest.



EXPO.e

Disaster Recovery

Is your business safe from the threat of data loss?

Data recovery and business continuity are now inextricably linked — and completely essential to modern data-driven business. There are a number of factors that can result in data loss, and CTOs will need to develop disaster recovery plans capable of coping with them all.

Research consistently underscores the importance of preventing data loss. The financial costs of an initial data loss event are punishing, but damage to brand image simply adds to the losses.

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A very real and present danger.

British business and their IT systems are under constant threat from a range of sources. None of these risks are particularly mysterious, or even unknown, but most disaster recovery plans are geared towards coping with just one.

CYBERCRIME

Currently the highest profile threat to business comes from cyber criminals and hackers. Cyber-attacks are rarely out of the headlines these days.

According to the UK government reports, the average cost of data breaches across all businesses is £3,480 — a figure that seems extremely conservative when compared to the IT industry analysis. Ponemon Research places the figure close to £2.37 million for instance.

At the start of this year a regional Council's network was infected with ransomware. Rather than pay the £1 million ransom demand, the council's executive body decided to carry out the remedial work in-house. It took four days for the council's IT team to scan, clean and recover 458 servers and 70 terabytes of data, during which period all IT systems were taken offline to prevent reinfection.

EMPLOYEE ACTIVITIES

Although hackers grab the headlines, the largest threat to corporate data actually comes from inside the network. Whether deliberate or otherwise, employees present a significant risk to internal resources according to 78% of IT security professionals. These concerns appear to be valid too — human error accounts for 29% of all data loss.

Incidents of employee-related data destruction are common. One disgruntled employee deleted seven years worth of drawings and blueprints worth \$2.5 million from her architectural employer's systems for instance. The firm in question did not have an adequate data backup regime in place and was instead forced to recover the lost data using a third party service capable of retrieving information at the disk level.

NATURAL DISASTERS

Although fires and floods that destroy offices remain thankfully rare, nature still causes severe problems on an almost annual basis. Simple snowfall costs the UK economy £11 billion every year, most of which is due to a corresponding drop in productivity — employees simply cannot make it into the office to work. On an individual level, businesses affected by snow in early 2013 incurred an average financial loss of £52,770 each.

Later that same year, the winter of 2013–2014 was the wettest on record, and over 3,000 commercial properties were flooded. The government contributed approximately £197 million towards the cost of rebuilding affected communities — but this money arrived too late for some of the flooded businesses.

The truth is, it's 'when, not 'if'

With so many moving parts in the modern corporate network, data loss events are inevitable. 140,000 hard drives fail every week for instance, and 96% of business workstations are not regularly backed up (if at all). The actual cause may differ, but eventually every business faces a situation where data loss will occur if a robust disaster recovery programme is not in place.

*94% of organisations that invoked their business continuity plan did so due to IT problems, with only 6% accounting for more dramatic incidents such as fire or flood. This means that the day-to-day causes of invocations, such as hardware failure or infrastructure loss, are 15 times more likely to occur than a fire or a flood.

ICM BUSINESS CONTINUITY INVOCATION STATISTICS

Calculating the cost of data loss

The actual cost of data loss varies widely depending on several factors:

- The cause of the loss
- The kind of data lost
- How much data was lost

Hardware vendor Dell-EMC found that 64% of businesses suffered data loss or downtime that caused 25 lost working hours across the whole company. According to their estimates, poor data protection provisions cost businesses \$870,000 each.

A second Dell-EMC report suggests that less than 1 in 10 (9%) of business can recover 'lost' data in less than an hour — the average recovery tasks takes 7 hours to complete.

The specifics of the incident will have a knock-on effect on operations, adding compound costs associated with the loss. However, secondary costs such as fines of up to £500,000 from the Information Commissioner's Office, or damage to brand reputation will take the total higher still.

As well as a drop in current revenue, future income will also be affected. 58% of consumers say they would actively avoid a provider that has recently experienced a data or security breach. The ability to recover data quickly and efficiently will go some way to restoring trust after a data loss incident.

Depending upon the type of breach, the value of brand and reputation could decline as much as 17 percent to 31 percent of annual gross revenues.

PONEMON RESEARCH

WHITE PAPER: IS YOUR BUSINESS SAFE FROM THE THREAT OF DATA LOSS?

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ISO 9001 Quality Management

ISO 14001 Environmental Management

ISO 27001 Information Security Management

BSI PAS 91:2006 Professional Services Management

ISO 13588 Data Governance

BSI PAS 1000 Customer Engagement

Application

Case studies

Case studies feature an image on the cover to showcase the company. This image needs to be in Black & White and match as close as possible to our distinctive photography style. Our green highlighter is used to draw attention to key points, and aid navigation.



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Be unstoppable

Guinness World Records

Exponential-e migrate Guinness World Records' global workforce to Microsoft Office 365

The network. The technology. The people.

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OVERVIEW

No longer just the publisher of a world famous book, – today Guinness World Records (GWR) is a multimedia brand agency with offices across the globe. To facilitate its continual growth and diversification, GWR is embracing digitisation by moving to the cloud, starting with enlisting Exponential-e to migrate its global workforce to Microsoft Office 365.

CHALLENGES

- To facilitate flexible and remote working between a geographically dispersed workforce
- To give GWR's IT team the agility and freedom to adopt a proactive role in driving the business's technological agenda.


SOLUTION

Migration of global workforce from on premise Microsoft Exchange to Microsoft Office 365 (including OneDrive storage)

BUSINESS BENEFITS

- Workforce empowered to work flexibly and collaborate across geographic distances
- GWR's IT department freed to take on proactive role within business

Case study – Guinness World Records

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For over 62 years, Guinness World Records (GWR) has produced The Guinness Book of World Records, a book that documents record-breaking achievements and that itself holds a record: having sold 141 million copies, it's the best-selling copyrighted book of all time. In spite of these gargantuan sales figures and a globe-spanning reputation, the book has been and continues to be pulled together by a relatively small (but geographically dispersed) in-house team.

As a company, however, GWR has been expanding. Today, GWR is no longer only a book publisher – it is a multimedia brand agency with key presence across Digital, Events and Business Solutions. Working with leading brands and businesses, GWR delivers bespoke marketing campaigns, using record-breaking events to create inspirational, highly shareable content.

The challenge: "We cannot be confined by old ways of working..."

The rapid growth and diversification of GWR as a business over the past five years has required a radical rethinking of its technology requirements. Under the guidance of Rob Howe, IT Director at GWR for six years, the company has pursued a strategy of digitisation, encompassing infrastructure, service delivery and security.

This strategy is underpinned by an overhauling of GWR's internal setup from an infrastructure and applications perspective. GWR's IT department has embraced the cloud, recognising that this supports the business's push to become more flexible, agile and dynamic in order to cope with the demands of a growing business.

Rob Howe explains:

"It is the IT department's job to make sure we can respond to the ever-growing changes within our business model, so we can take up new opportunities and move into new markets. Going forward, cloud gives us far more flexibility to grow, rather than being constrained, and that's always my focus – that we have more options than less."

GWR is a truly global company; in the last six years the company's corporate footprint has doubled from three offices to six, with sites in London, Miami, New York, Dubai, Beijing and Tokyo, with additional remote workers placed at over 15 locations.

"As an organisation, we need to ensure that we're nimble enough to answer the call of a potential record-breaking event – whether it's in London or Papua New Guinea", says Howe. "We absolutely cannot be confined by old ways of working."

A 'peace of mind' partnership

To kick off its Cloud migration, GWR enlisted Exponential-e to migrate 200 of its employees from the existing on premises Exchange to Office 365. Rob Howe knew that Microsoft's cloud-based business productivity suite would help overcome the challenges to collaboration posed by the company's geographic spread, enabling its workforce to collaborate to deliver engaging experiences and capitalise on market opportunities across the globe.

Case study – Guinness World Records

Keep data sheets clean and simple, with our core brand colours and minimal pictorial diagram style. The green highlighter can also be used to aid navigation.



EXPO.e

HSN

HEALTH & SOCIAL CARE NETWORK

DATA SHEET: PUBLIC SECTOR

Health & Social Care Network (HSCN)

A faster, more secure and resilient network to transform health services.

HSCN provides the underlying network arrangements to help integrate and transform services by enabling healthcare organisations like yours to access and share information more reliably, flexibly and efficiently. Unlike N3, HSCN brings you an open marketplace to obtain network connectivity from – this means that you are back in control of the services and providers you choose, allowing you to work with a provider that understands the challenges and pressures you face on a daily basis and has a clear vision for delivering future ready IT.

BENEFITS OF HSCN

As an approved HSCN supplier, meeting the stringent quality, operational and security standards defined by NHS Digital, we are accredited to deliver HSCN services to public sector organisations.

Our HSCN multi-services platform provides the underlying infrastructure arrangements to help integrate and transform health and social care services by enabling organisations to access and share information more reliably, flexibly, and efficiently. This allows the providers of health and social care to consume competitive and assured services that support better patient outcomes.

PROCURING HSCN SERVICES

HSCN services can be procured through two CCS frameworks – RM1045 or RM3825. In addition, HSCN overlay services can be procured through G-Cloud. Exponential-e is an accredited suppliers on these frameworks. Our expert team is always on hand to guide you through whichever process best suits your requirements.

Crown Commercial Service

Supplier

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HSCN ASSURED OVERLAY SERVICES

The requirements for information access and sharing have changed. Underlying networking arrangements needed to support an affordable, agile and integrated health and social care sector need to change. Our multi-services platform gives us a service-oriented architecture from which you can easily deploy a range of HSCN assured services: Unified Communications, Voice, Video and both Private and Public Cloud. The ability of being able to access multiple services down a unified platform including HSCN Connectivity, enables us to deliver simplicity and operational efficiencies. Our HSCN Health Assured services are all built with the stringent quality and security standards set by NHS Digital at the forefront, providing you with peace of mind. By empowering different healthcare entities to securely aggregate their infrastructure requirements, the resulting outcome brings not only new found agility but also the ability to realise significant cost savings.

ABOUT EXPO.E

Innovation is at the core of Expo.e, & has been since our inception 2002. We wholly own our super-fast Network, & Clous infrastructure — means we can deliver enterprise applications at wire speed for a superior end user experience. We deliver scalable, dynamic & bespoke solutions. Renowned for our responsiveness, couples with our customer centric approach, & a UK based 247x365 service desk, means we offer unrivalled expertise.

To find our more about Expo.e visit:
expo-e.com/security or email info@expo-e.com

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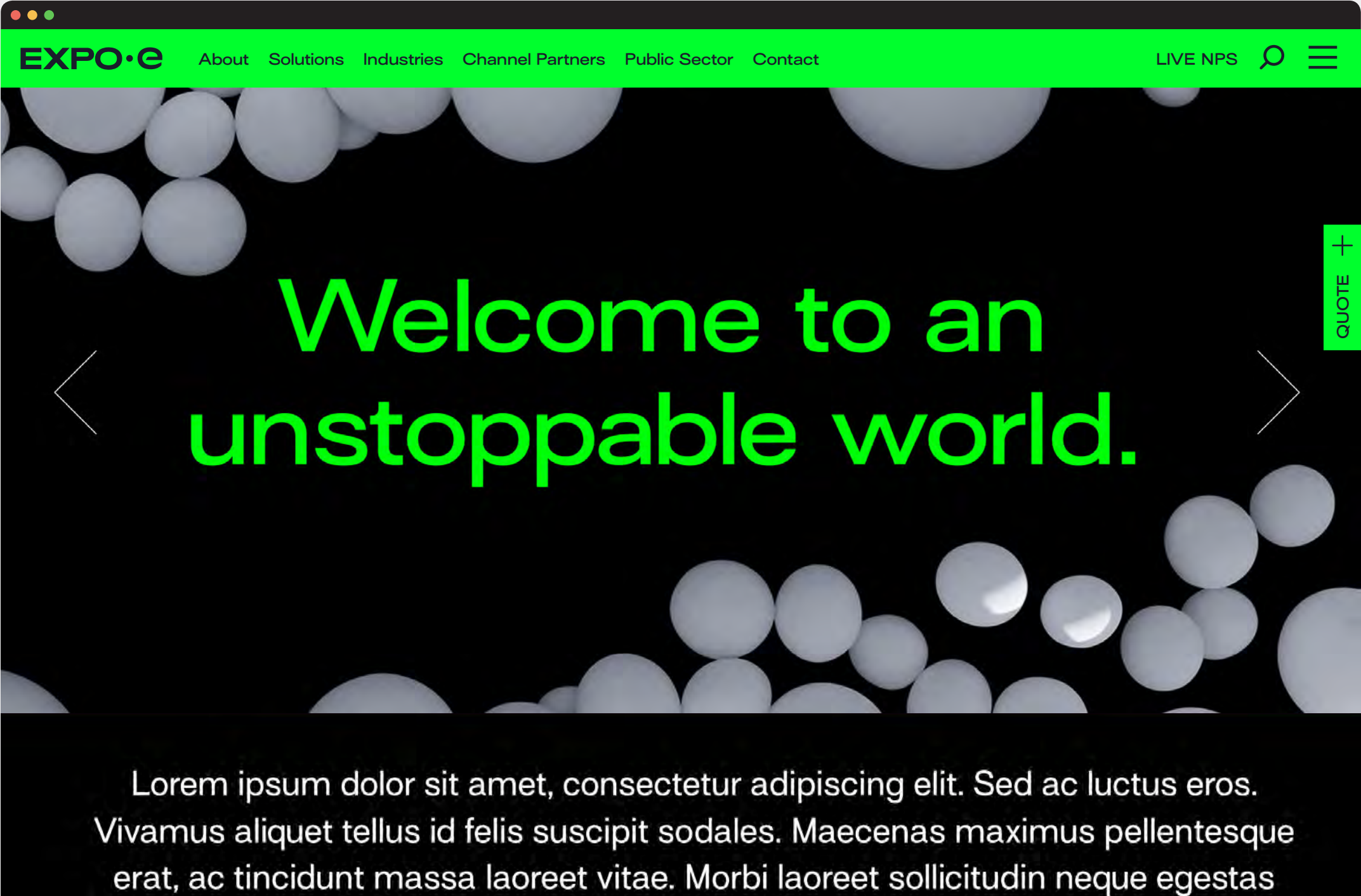
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Business as usual

Application

Website – homepage

Our website should follow the rest of our comms: use bold type and colour, and our core graphic assets on the homepage. Break up more detailed content with clear space, and use the highlighter to aid navigation.





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LIVE NPS

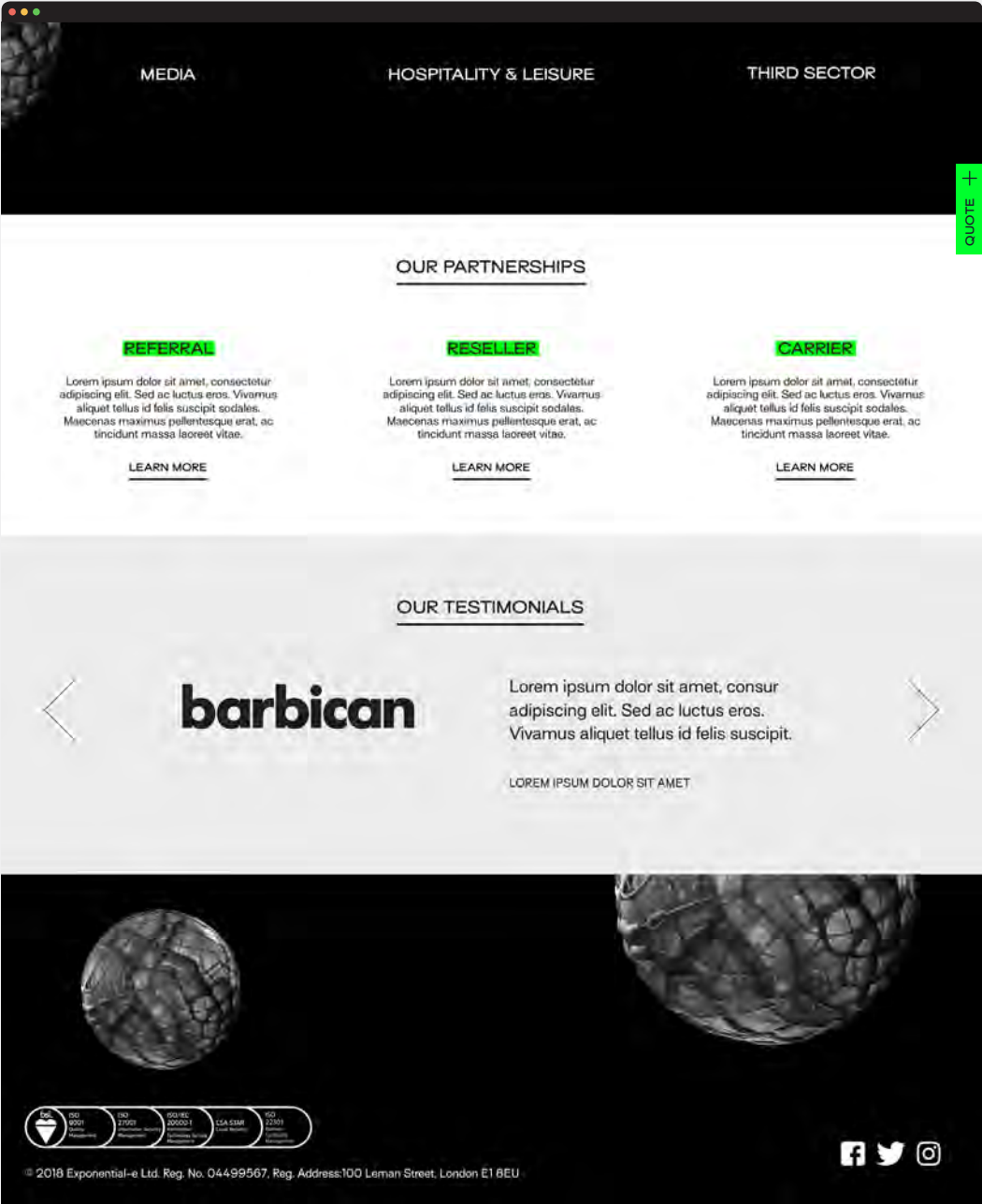
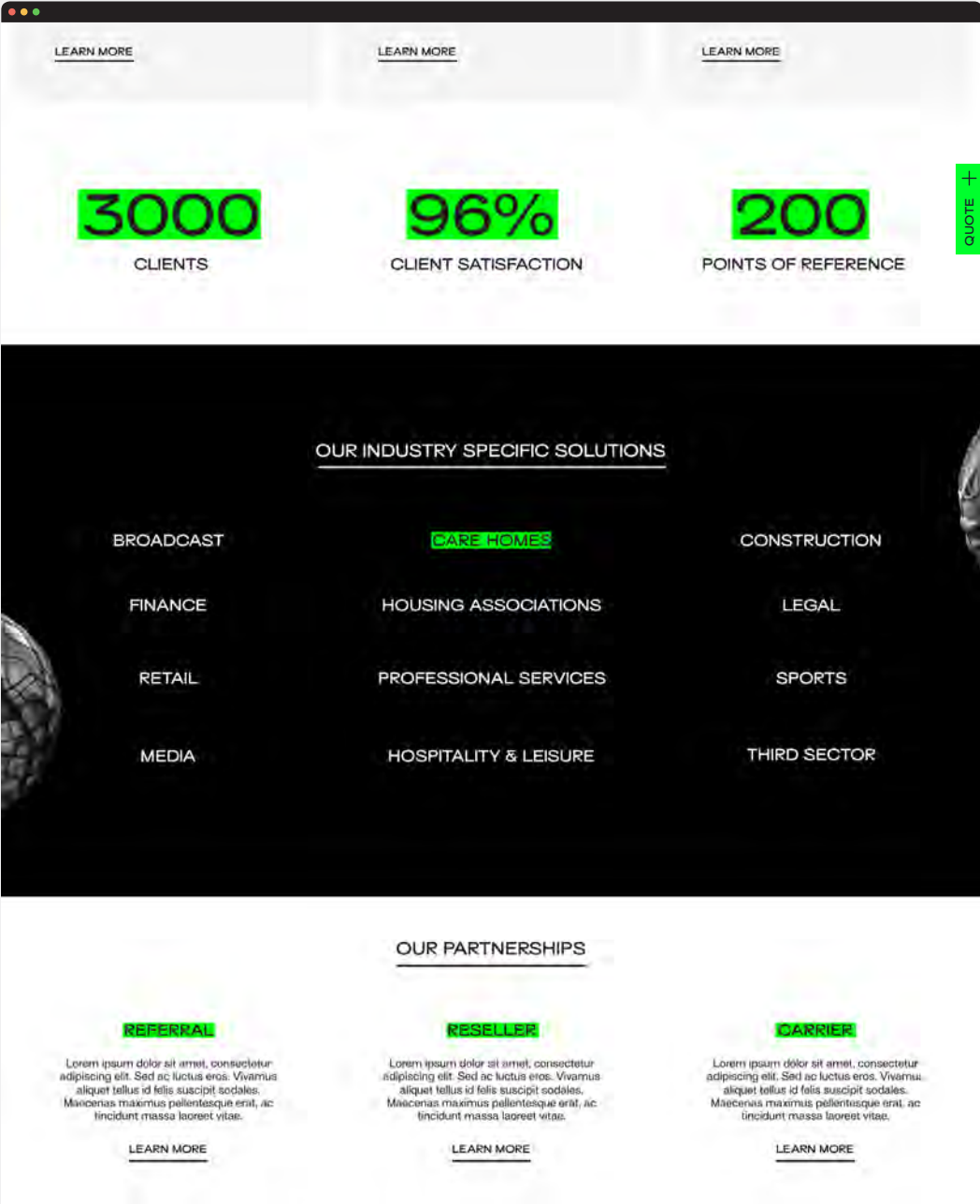
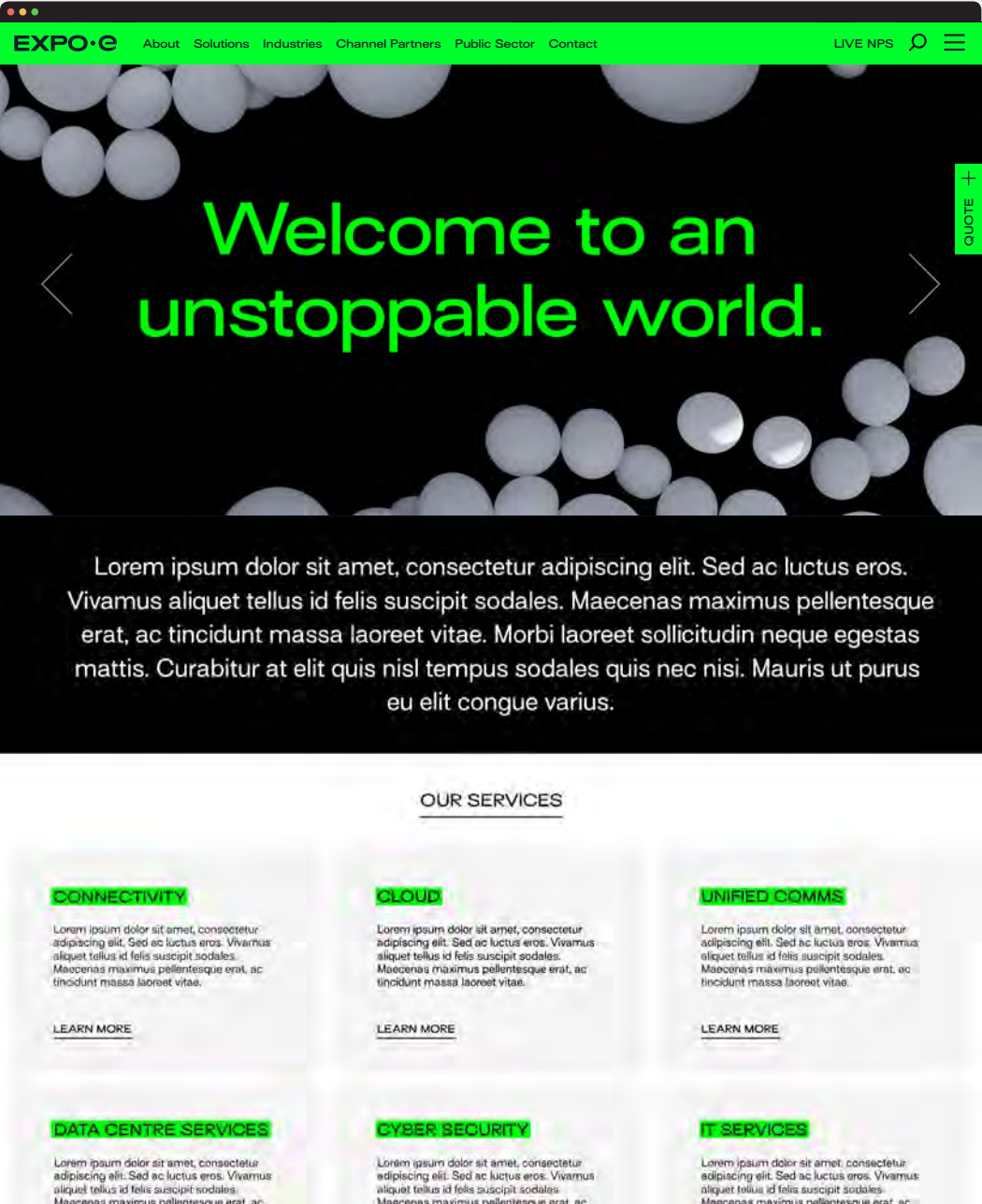
Let's be clear: your cloud is only as good as your network.

For data integrity, security and service speed, the Internet just doesn't fit the bill. But having the Cloud behind your Firewall is a different story.

LEARN MORE

QUOTE +

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EXPO•G

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LIVE NPS

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QUOTE

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Secure 4G connectivity.

Extending your network reach to 97% of the UK population – keeping your customers and employees connected.

>

Providing a secure and reliable network footprint is no longer limited by physical wires. Keeping critical applications and services available no matter where your people are located is possible.

We've partnered with EE to provide Superfast Wireless 4G connectivity for businesses across the UK.

Our 4G business connectivity service is designed for businesses looking to extend network reach and capability. Our service is managed and configured providing diverse connectivity to support different applications and uses. Whether for diverse backup, network expansion reaching hard to reach areas, or enabling remote working, 4G is increasingly the option our customers take.

How do we keep your critical services and data secure?

Our core network is built using Layer 2 VPLS technology – making it inherently more secure than alternatives. Your 4G connectivity service is provided via a VPLS connection by using IPsec tunnelling. Our many years of Network expertise means we can advise on premise equipment location, signal strength and continuously monitor your network infrastructure.

GET A QUOTE

Extending network capability and reach using 4G

Diagram illustrating network connectivity using 4G. A central cloud labeled 'WAN' is connected to the 'INTERNET' (represented by a globe). The cloud is also connected to three locations: 'HARD TO REACH SITES' (represented by a tower and building), 'CONNECTED TO CENTRAL SERVICES' (represented by a building), and 'SITE WITH 4G BACKUP' (represented by a building). The connections are labeled '4G'.

WHY 4G BUSINESS CONNECTIVITY

RAPID DEPLOYMENT

HARD TO REACH LOCATIONS

BUSINESS CONTINUITY

RAPID DEPLOYMENT

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BUSINESS CONTINUITY

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QUOTE

Features

Largest 4G reach in UK covering 75% landmass.

Superfast connections – fastest 4G using EE.

Single data tariff.

Fully managed and configured router.

OUR TESTIMONIALS

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Digital capabilities in legal.

Equipping IT leaders with the skills and knowledge for the digital era.

The network. The techonology. The people.

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EXPO•E

What to look for when selecting a service provider?

Digital capabilities in legal

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What to look for in a service provider?

TITLE HERE

Equipping IT leaders with the skills and knowledge for the digital era
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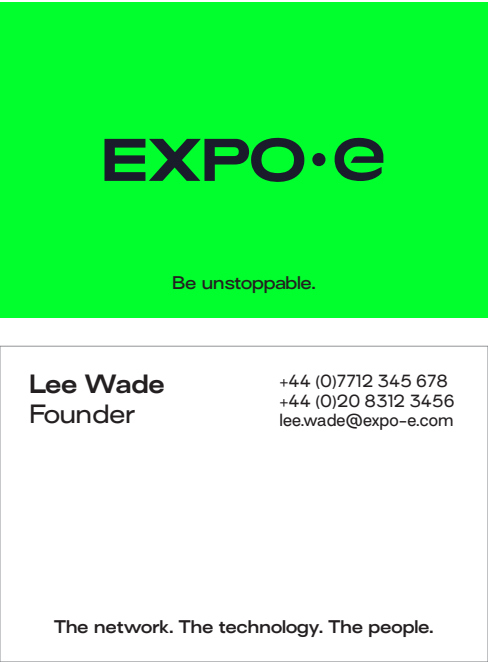
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Digital capabilities in legal

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Business card



Compliment slip



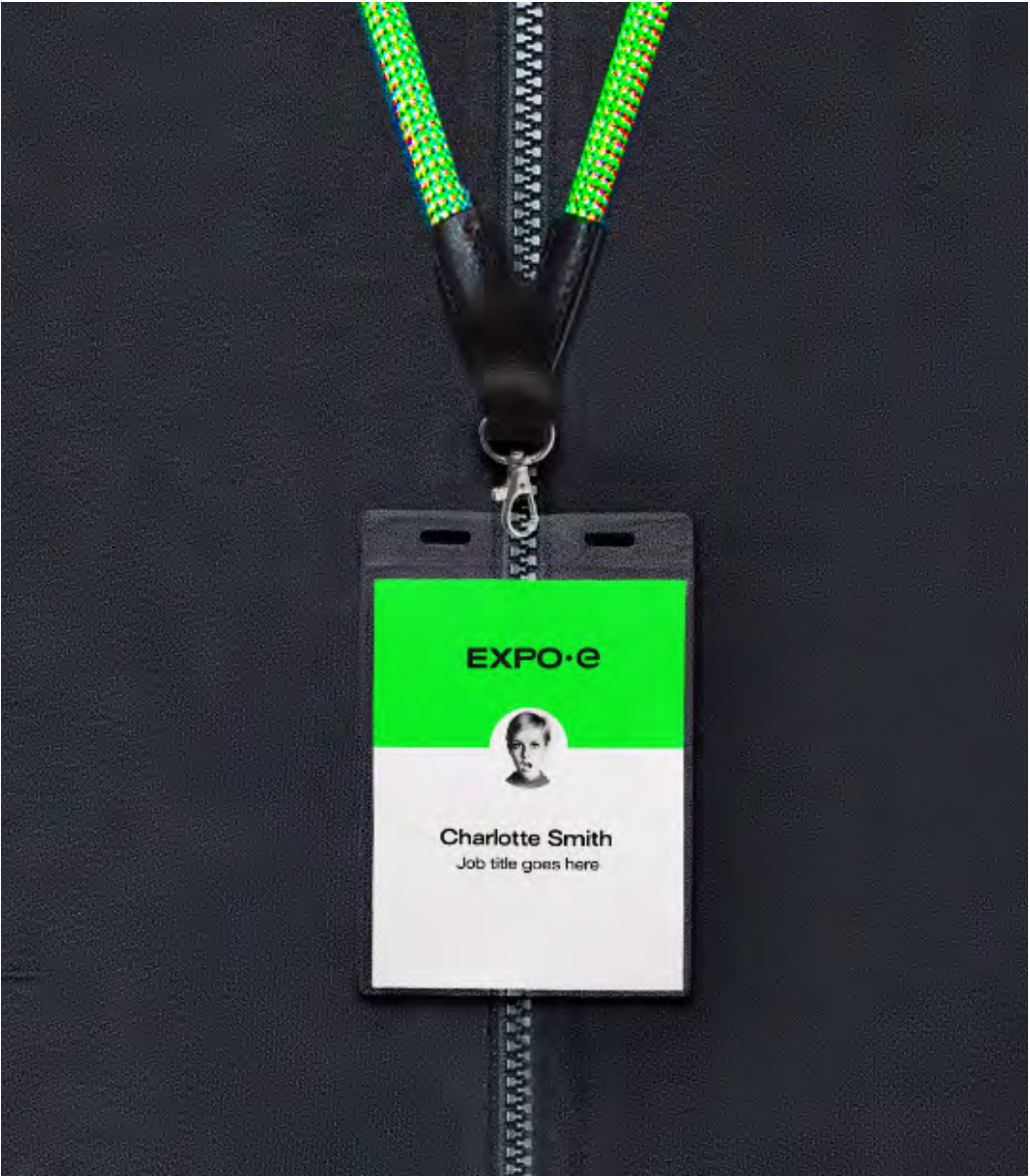
Letterhead



Application

Merchandise

Green makes our merchandise pop – whether it's the dominant colour, or an accent.



Contact