



## ▼ PANMURE GORDON

### INSIGHT HELPS PANMURE GORDON DELIVER A SECURE NETWORK

Panmure Gordon has offices in London, San Francisco, New York, Boston, Chicago, Minneapolis, Chennai and now the recently opened Liverpool office. The Head Office is based in Moorgate, London.

With over 90 UK listed corporate companies as clients, the company make markets in over 500 stocks with a broad coverage in the FTSE 100, AIM and US growth stocks.

Panmure Gordon, an independent firm, was ranked as the most active NOMAD and second most active broker by funds raised on the AIM market for the first half of 2007.

#### The Challenge

The ICT support staff at Panmure Gordon have been maintaining their entire Cisco network, both LAN and WAN across all sites since it was originally installed. With the introduction of a new ICT strategy, and due to the company's consistent growth, they have decided to outsource the maintenance of their network.

Panmure Gordon was also opening an office in Liverpool in a new building. In addition to specifying a Cisco telephone system, they also needed a secure network infrastructure in place to support their applications.

An IP based unified communications solution was specified for the Liverpool office together with a LAN infrastructure.

"We needed to find a company with a high level of expertise and credibility in supporting networks. They had to be able to configure, optimise and maintain our network and support us with our ICT strategy. It is important we gain maximum commercial benefits from our infrastructure and applications," explains Dominic Grise, IT Director.

"It was essential that we have an effective and robust support contract in place with a reputable company we could trust."

## AT A GLANCE

#### Client Profile

Panmure Gordon is one of the oldest and leading corporate finance and institutional stockbrokers in the country. Founded in 1876 by Harry Panmure Gordon, the company has enjoyed consistent year on year growth.

#### The Challenge

Panmure Gordon was opening an office in Liverpool in a new building. In addition to specifying a Cisco telephone system, they also needed a secure network infrastructure in place to support their applications.

#### The Solution

Insight helped Panmure Gordon to deliver voice and data across a secure network that would reach all staff. A high quality service is now in place for business-critical applications for both today and for the future.

PANMURE GORDON & CO

Insight®

(Continued)

# INSIGHT TECHNOLOGY SOLUTIONS

## INSIGHT CASE STUDY

### The Solution

The new Liverpool office infrastructure needed to be able to support up to 20 staff. Panmure Gordon considered three Cisco partners who could potentially meet their requirements.

"I decided to work with Insight because their technical expertise was superior to the other companies we considered. I felt confident that they could deliver and we would work well together. A real advantage was that Insight delivered a complete package, we did not have to deal with several companies to deliver this project.

Insight delivered a Cisco unified communication Call Manager Express solution that would deliver both voice and data to the Liverpool office. The network infrastructure that was also installed could support up to 48 devices including four analogue fax machines.

"In addition to providing voicemail, it was important that we had effective call recording features to meet current legislation and financial regulations with the Cisco solution. We eventually want Insight to introduce unified communications to our other offices."

### The Benefits

"The Insight CareNet support contract we now have in place for both our London and Liverpool offices has helped to ensure we now have a stable and reliable network, a big advantage for our small ICT department. Network administration is now far easier, the management interface of the network intuitive and easy to use."

The network installation for the Liverpool office and telephone system now caters for 21 people. A secure firewall was installed at the London Head Office with the Liverpool office connected via London.

"The installation went very smoothly, I am delighted with the support I receive from Insight. The devices were staged at Insight, I was then invited to test the network before it was delivered and installed. Insight delivered added value to the installation, this came across with their holistic approach in meeting our requirements.

The Cisco call manager system has met our demanding requirements, its administration is straight forward. The solution integrates with our head office PABX system so calls can be easily passed between sites. Phones can now be easily reassigned and changes made to user profiles. Because of unified communications, we now have a virtual office environment. Our IP based messaging system can deliver voice mail via email, a significant advantage to users on the move. Voice recording meets financial legislation and regulations.

Since the installation, Insight have regularly kept in-touch with us. Insight's proactive approach and understanding of emerging technologies has impressed me. We now have a robust ICT strategy in place and I feel confident that unified communications will eventually be installed across the company and the benefits will be significant. We have formed a strong working partnership with Insight, their service and support is essential to keeping our network and business running efficiently."

### The Outcome

- » Stable and reliable network
- » Easy network administration
- » Effective firewall
- » Unified communications strategy
- » Call management
- » Voice recording
- » Comprehensive support contract in place

*"Insight's proactive approach and understanding of emerging technologies has impressed me"*

**Dominic Grise,**  
**IT Director, Panmure Gordon**

### Who is Insight?

Insight is a technology solutions provider serving global and local clients in 170 countries on all continents. Today, thousands of clients, including more than 80 percent of the Global Fortune 500, rely on Insight to acquire, implement and manage technology solutions to empower their business.

Insight provides software and licensing services globally. In addition, we offer a comprehensive portfolio which also includes hardware and value added services for our clients in North America and the U.K.

We are aggressively expanding our global capabilities by introducing new offerings, including hardware and services, to meet emerging needs for our clients worldwide.

Insight is ranked No. 477 on *Fortune Magazine's* 2008 'Fortune 500' list.

