



Creative ITC

CPA GLOBAL  
THE IP PLATFORM

## Support Services

# INTELLECTUAL PROPERTY LEADER REDUCES BUSINESS RISK AND OPTIMISES EFFICIENCY WITH GLOBAL IT SUPPORT MODEL

## EXECUTIVE SUMMARY

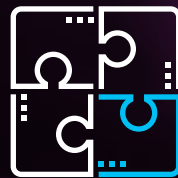
### CPA Global

World's leading intellectual property management  
and technology company



### Challenge

Create robust IT  
support model  
Generate new  
process and cost  
efficiencies  
Improve insight for  
strategic planning



### Solution

Cisco Smart Net  
Total Care  
Consolidated  
and delivered  
worldwide by  
Creative ITC



### Results

Less operational risk  
with greater network  
uptime  
25% saving on IT  
support plus simpler  
contract  
management  
More informed  
investment decisions

320 City Road, London, EC1V 2NZ

☎ 0207 6822820 ✉ [enquiries@creative-itc.com](mailto:enquiries@creative-itc.com)

[creative-itc.com](http://creative-itc.com)



# CHALLENGE

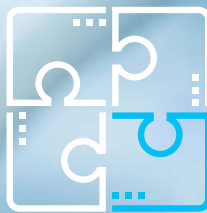
CPA Global delivers integrated innovation and intellectual property (IP) portfolio software, services and insights. With 23 offices in 12 countries, it counts among its clients many of the world's most innovative organisations. Like them, it's always looking for the next big idea – and the chance to create a better IT business model was attractive.

The company's Cisco support contracts had various end dates and were growing like crazy. Every time new kit was ordered the IT team would have to get a fresh quote and take out separate cover. It was a headache to manage and hard to see which devices were covered.



Creative ITC





## SOLUTION

In moving to an agile and cost-effective IT model, CPA Global wanted flexible service levels, while making it easier for engineers in different time zones to resolve issues. The company sought a partner to help realise that vision.

Creative invested time auditing the network and checking and listing equipment right down to serial numbers.

With a 4:1 ratio of technicians to office staff, Creative ITC was ideally placed to help the project go smoothly and deliver the best outcomes. Now, the company has one global contract for Cisco Smart Net Total Care. It covers hundreds of devices – a mix of Cisco routers, switches and firewalls. New orders are automatically added to the agreement. A uniform support expiry date adds extra peace of mind.

Should a device fail anywhere in the world CPA Global doesn't have to worry. They know it's covered and Creative will get it resolved quickly.

CPA Global wanted flexible service levels, while making it easier for engineers in different time zones to resolve issues. The company sought a partner to help realise that vision, Creative ITC.



Creative ITC



Gold  
Partner

## RESULTS

- ✓ The managed service from Creative gives around the clock access to the company's engineers – one of the industry's largest pools of Cisco Certified Internetwork Experts. It also offers a dedicated Creative contract manager, removing the need for CPA Global to resolve issues directly with the Cisco Technical Assistance Center.
- ✓ CPA Global has significantly reduced the risk of business disruption due to network downtime or problems accessing data and applications.
- ✓ Asset management has improved too. With an accurate inventory the company can pinpoint and prevent issues like security vulnerabilities and out-of-date operating software before they impact end users.
- ✓ With greater insight into the network the IT team can also better prioritise IT effort and plan future investment as part of a holistic lifecycle management approach.
- ✓ Meanwhile, smarter tiering of service levels has contributed towards a 25 per cent saving on Cisco Smart Net Total Care over three years. IT support is no longer one-size-fits-all and is customised to the criticality of the hardware up to 24/7 cover.
- ✓ The partnership with Creative is a great example of innovation in improving IT performance. That more proactive approach has mitigated IT risk.

The partnership with Creative is a great example of innovation in improving IT performance. That more proactive approach has mitigated IT risk.



Creative ITC

To learn more about Creative ITC and the solutions featured in this case study, visit [www.creative-itc.com](http://www.creative-itc.com)