

Differentiating the Attenda service

Through a commitment to operational excellence, Attenda manages, secures and optimises the performance of critical business applications, enabling your clients to focus on their business, confident in the knowledge that their systems are being managed by experts in IT Service Management.



Delivering IT certainty

We deliver IT certainty at a fixed price, through our ITIL accredited, ISO 20000 certified, process driven approach providing high availability Service Level Agreements that are focused on the applications rather than the hardware. Our proven expertise in managing critical business applications and infrastructures for many of Europe's leading companies delivers IT certainty, enabling your clients to concentrate on their core business rather than 24/7 IT operations.

Providing business confidence

We ensure that the operation and management of your client's vital business applications are in safe hands, providing the availability, performance and security that the business requires, on demand. IT Service Excellence, with investment to ensure continual service improvement, is the very foundation of our business and why our clients renew or extend their contracts multiple times.

Creating business agility

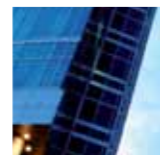
We ensure that your client's infrastructure is more responsive to their business needs with higher availability, faster provisioning and a more flexible disaster recovery solution.

Protecting the environment

Attenda is committed to the proactive management and effective control of the environmental impact of its business activities and is making a positive contribution to the environment through a number of strategic activities. Our approach demonstrates concern for the environment with a credible program organised by one of the world's leading carbon offset and carbon management companies. We have been awarded CarbonNeutral® company status in recognition of our initiatives to reduce total CO₂ emissions.

"The Avanade and Attenda partnership offers complementary services, providing Clients with a total lifecycle offering to address the perennial "Think, Build, Operate" model."

Jonathan Butler, VP Sales,
Avanade



certainty / confidence / agility

Attenda

Always On Managed Services

A successful partnering strategy
to deliver managed services

Partnering to build long term,
meaningful and valuable
relationships

Technology and software vendors, systems integrators, VARs and consultancies are looking for new ways to increase revenues, improve margins, outperform their competition and develop deeper relationships with their clients. New products, services and business models can help, but as the pace of technology continues to increase, it is becoming more difficult to gain significant advantage.

Selective outsourcing can bring new opportunities for you to broaden your portfolio of offerings, develop strategic business-led engagements with your clients and secure long term recurring revenues and contract backlog.

Your clients may be looking to you for help in selectively outsourcing a business critical application or solution to achieve increased service levels and to deliver improved functionality and enhanced business agility, 24/7.

Through your partnership with Attenda, your clients can benefit not only from superior IT Managed Services, but also from the extensive expertise and support that Attenda can provide. In working with a specialist, dedicated managed services provider, you will bring real value to your clients, with a true 24/7 operational capability for their critical applications and infrastructures.

Attenda

One London Road
Staines TW18 4EX
United Kingdom
t: 01784 211100
w: www.attenda.net

certainty / confidence / agility

Building a flexible framework for partnerships

We have a simple partnering strategy to secure long term relationships with high performing, best in class companies that lead in their respective technologies and markets, by providing value added solutions and services. We have built a flexible partner program to address their varying needs, providing a framework that enables us to work collaboratively to deliver high value end to end solutions.

Our client-centric approach provides the flexibility for your clients to selectively outsource as much or as little of their IT operations as their business or budget demands. Our holistic methodology solves genuine IT operational issues that impact on business profitability. We deliver IT certainty through our ITIL based, ISO 20000 accredited, process driven approach, delivering business-led SLAs that are focused on applications rather than hardware availability.



“Affinity Service provides a best of breed approach to ensure that our clients can get the very best out of their SAP investment through outstanding levels of operational service and support.”

Mark Buchanan, Support Director, Bluefin Solutions

Catering for a variety of partnership types

Our experience has shown there to be four major reasons why a Partnership will prove to be successful:

- **Partners wishing to identify the best solution to meet their client requirements**
These partners can demonstrate extensive knowledge of managed services and cloud computing, enabling them to act as trusted advisors to their clients and be seen to be helping identify the best solution to meet their client’s needs. Some Partners may also wish gain further reward through a Referral (or finders fee) Agreement particularly when introducing RFPs directly to Attenda.
- **Partners seeking to extend their solution or capability by providing a Managed Service**
Through their partnership with Attenda, these Vendors, System Integrators, VARs and Consultancies are able to offer a complete solution including a Managed Service. Through a Reseller Agreement, the Attenda partnership also enables them to become more strategic, delivering a wider range of services and providing their clients with the choice of alternative deployment options that are highly differentiated.
- **Partners with the desire to extend their marketing reach, messaging and relevance**
By developing joint marketing campaigns that promote our complementary products and services, we are able to leverage each other brands, market position and budgets to extend our marketing reach and develop joint messaging that creates mutual new business opportunities.
- **Partners who wish gain access and introductions to Attenda’s Clients**
By working with the Attenda sales teams, these partners gain access to our clients to develop opportunities to sell your products, services and capabilities either directly or through marketing campaigns. As a trusted relationship this is conditional on the partner providing a lead stream in return.



“Our partnership with Attenda enables us to provide clients with help, advice and managed infrastructure to deliver their critical business applications as a service.”

Mark Nutt, General Manager – Technology Division, Morse Group Ltd

“Attenda is delivering powerful high availability virtual infrastructure and on-demand computing services, to provide its clients with certainty and agility for their infrastructure.”

Steve Jackson, Director of EMEA Strategic Partners, VMware

Valuing the Attenda relationship

We have developed strong partnerships with some of the industry’s leading vendors and technology providers that form the foundation of our supported technology platforms. Additionally, alliance partnerships are formed with applications providers, systems integrators and consultancies that complement our areas of managed services expertise.

Avanade

Avanade is a business technology services provider dedicated to using the Microsoft platform, with proven solutions that extend Microsoft products. Avanade IT and business solutions are designed to help enterprises empower employees, improve operations, sales, service and customer loyalty, to optimise collaboration and achieve profitable growth.

Avanade and Attenda work in partnership to provide end-to-end high quality mission critical solutions based upon Microsoft technologies.

“The Avanade and Attenda partnership offers complementary services, providing Clients with a total lifecycle offering to address the perennial “Think, Build, Operate” model, in which Avanade designs and builds the Microsoft platform, whilst Attenda operates and manages it 24/7 on behalf of the Client.” Jonathan Butler, VP Sales, Avanade

Bluefin Solutions

Bluefin Solutions is the UK’s largest dedicated SAP Consultancy and SAP Services Partner, delivering end-to-end SAP consultancy and 24/7 global support.

Branded as ‘Affinity Service’, the Bluefin & Attenda partnership delivers end-to-end service levels across all SAP business processes. The combined SAP experience in the partnership provides a unique, tailor-made service, with complete contract flexibility and a single SLA.

“Affinity Service provides a best of breed approach to ensure that our clients can get the very best out of their SAP investment through outstanding levels of operational service and support.” Mark Buchanan, Support Director, Bluefin Solutions

Morse Group

Morse Infrastructure Services and Technology division provide a range of multi-platform skills, services and technologies in and around enterprise applications and the data centre.

The Morse and Attenda partnership focuses on driving down cost, increasing agility and improving efficiency, through critical applications, technology infrastructure and IT asset lifecycle management.

“Our partnership with Attenda enables us to provide clients with help, advice and managed infrastructure to deliver their critical business applications as a service.” Mark Nutt, General Manager – Technology Division, Morse Group Ltd

VMware

Attenda is a founding member of the VMware Service Provider Program (VSPP), demonstrating its extensive knowledge, experience and certified skills in virtualisation technologies.

The adoption of VMware technologies for our Cloud Services platform, Attenda RTI, has enabled Attenda to deliver the benefits of faster provisioning, higher availability and lower cost on demand infrastructure, creating unprecedented business agility for our clients.

“As one of our primary EMEA Service Providers, Attenda has made great progress in embracing VMware’s data centre virtualisation capabilities. Attenda is delivering powerful high availability virtual infrastructure and on-demand computing services, to provide its clients with certainty and agility for their infrastructure.” Steve Jackson, Director of EMEA Strategic Partners, VMware

certainty / confidence / agility