



Carpmaels and Ransford

Case Study

CARPMAELS & RANSFORD

Carpmaels and Ransford, European Patent and Trademark Attorneys, gets set to meet future business growth with a move to new premises and state-of-the-art IT infrastructure...

The Client

Carpmaels & Ransford is a forward-thinking and progressive firm specialising in all areas of intellectual property. In addition to its expertise in patents, trademarks, designs and copyright, it advises clients on all other aspects of intellectual property, such as plant varieties, licensing, franchising, due diligence, unfair competition, misuse of confidential information and ownership disputes.

The Challenge

Having occupied space at 43/45 Bloomsbury Square in London for a number of years, Carpmaels and Ransford had predicted that they would need additional space to meet the business' growth predictions for the next ten to fifteen years. With a headcount of 150 employees, Carpmaels and Ransford wanted sufficient space to allow for substantial growth.



The existing business premises consisted of four linked Georgian town houses that provided 20,000 sq ft of space. New premises were identified at 1 Southampton Row in London that would provide the additional room the business needed, offering a total of 35,000 sq ft.

As soon as a decision had been made on the location for the new premises, Carpmaels and Ransford set out aggressive deadlines for completion of the move, in order to avoid being charged any unnecessary cost on the leases of the two buildings.

The client functions in an innovative environment, meaning technology is a key enabler to the success of the business. The relocation as a whole would be a project of some complexity and Carpmaels and Ransford thus needed to make sure that the IT needs of the business both now and in the future were accounted for as part of the overall construction programme.

With the deadline set for completion in July 2010, PTS Consulting was engaged as the IT Partner on the project in August 2009. PTS won the contract via a competitive tendering process run by Construction Consultant, Davis Langdon.

The Solution

Co-location of Computer Room

Carpmaels and Ransford needed to understand the feasibility and operating costs of hosting their computer systems off site with a dedicated co-location vendor compared to the cost of building and running a computer



room in their new building. PTS undertook this research and demonstrated to Carpmaels and Ransford that a co-location solution was not a viable option when one took the costs over a five year period. Once this was presented to the property board the decision to build an in-house computer room was ratified.

Building selection and due diligence:

Once the requirements for an in-house computer room had been ratified, Carpmaels and Ransford needed to make sure that the new location they had in mind would be able to support its future business IT requirements. PTS therefore conducted an independent review and analysis of the client's IT needs and a due diligence review of the building to confirm that:

- There was adequate provision for power and cooling for the IT systems
- The building could accommodate the size and type of IT Equipment rooms required
- The physical building elements (risers, floors and ceilings) were able to accommodate the required IT infrastructure
- There was sufficient availability of external services in the vicinity of the building

IT / AV budget and design

Following the building selection stage, PTS was able to help Carpmaels and Ransford identify up front the potential cost implications of building IT into the scheme designs and project programmes.

Based on PTS' initial user needs exploration and the building due diligence exercise, detailed IT / AV designs and an accurate IT budget were drawn up. This gave the client and project team a full understanding of how IT would influence the design requirements of the building. Having this before the build programme was underway would help avoid expensive hold-ups, problems and unbudgeted costs as the project progressed.

IT procurement and implementation project management

The next stage of the project was the technology procurement and implementation. Working closely with the client and project teams, PTS communicated with many third parties to oversee the procurement and implementation of the necessary IT and ensure best value for Carpmaels and Ransford. The client's in-house IT team managed the rollout of the enterprise environment including desktop and server technology. Working in collaborative partnership with the client, PTS made sure that the following elements dovetailed with the client-managed work streams.

- **Lines and Circuits:** PTS managed the specification, procurement and commissioning of the necessary lines and circuits to deliver a secure and resilient communication platform with diverse routing via two carriers.
- **Converged Network and IP Telephony:** A new high-performance converged LAN that would run voice and data was implemented. Network convergence is cost effective compared to running separate voice and data networks and is also standards-based, providing consistency and allowing flexibility for future growth.
- **Structured Cabling and Computer Room Infrastructure:** State of the art Category 6 cabling and a resilient computer room infrastructure provided a firm foundation over which to run Carpmaels and



Ransford's day-to-day operations. It was essential that this Computer Room be available some six weeks before the end of the programme to allow for the converged network and servers to be installed and tested prior to the move. Further, allowances were made in the cabling and Computer Room to allow for the future expansion predicted by Carpmaels and Ransford.

- **Wireless Networking:** Pervasive wireless LAN technology gave Carpmaels and Ransford additional user functionality in the new building. Users can now use wireless laptop technology where required, as well as cordless DECT handsets when moving around the building.
- **AV Systems:** PTS oversaw the delivery of built-in AV capabilities to the new client presentation rooms and there is now also the flexibility to add additional video-conferencing in future as the business continues to grow.

The Benefits

Having PTS Consulting working with the project team from the early stages of the project to ensure that all IT requirements were captured and met meant that the risk to the client was greatly reduced.

The key features of the project delivered to Carpmaels and Ransford include:

- IT relocation for 150 users to new 35,000 sq ft premises in London
- Analysis of business IT needs from day 1 and over next 10-15 years to account for projected business growth
- Building selection and evaluation due diligence to ensure premises would be able to support current and future IT requirements including: resiliency and flexibility for future expansion
- Design and procurement of: lines and circuits; converged network and IP Telephony; structured cabling and computer room infrastructure; wireless networking; and, AV. All performance and cost objectives were met by the PTS team
- Project management and co-ordination with client's in-house and external professional team members ensured migration to the new environment was not disrupted despite a three month shift in the deadline.

The Verdict

James Getgood, Chief Operating Officer at Carpmaels and Ransford concluded:

“A huge thank you to the PTS team for managing the communications aspects of our move to such a successful conclusion. Two elements of PTS' contribution stand out: the attention to detail in order to make sure that we stayed on track with the project; and the mentoring and supporting of our team to ensure that we had the confidence to deliver what was required.”