



**TAYLOR
HERRING**

CLARION CASE STUDY

Taylor Herring

**AWARD-WINNING PR AGENCY TAYLOR HERRING RAISES
COMMUNICATION TO A NEW LEVEL, WITH A LITTLE HELP FROM CLARION**



**HOSTED
COMMS**



MOBILE



**CLOUD
SOLUTIONS**



**DATA
CONNECTIVITY**

TAYLOR HERRING



Taylor Herring is a leading UK PR agency which creates smart, innovative communications campaigns for the world's most famous brands. Working with the likes of BBC Worldwide, Coca Cola, Disney, Kelloggs and Santander, Taylor Herring has been one of the UK's most exciting consumer PR companies for more than a decade.

In the process it has shown others the way in generating headlines, capturing attention and securing media space for its clients. Astutely managed and commercially-driven, it has picked up more than 100 industry awards, including the coveted accolade Agency of the Year.



Founded in 1999, Clarion provides comprehensive IT, Voice & Data services to clients across a broad range of Industries, throughout the UK. Clarion offers complete technology solutions for Private and Public Sector organisations.

We specialise in the installation, maintenance and support of voice and data networks and systems. We also advise on and supply our clients with disaster recovery options, mobility solutions, cloud and hosted services etc. We have partnerships with multiple hardware and software suppliers and as we are vendor neutral are truly focussed on getting our clients the best possible service and pricing.

THE CHALLENGE

As a leading PR practitioner, Taylor Herring knows better than most the power of effective communication. In fact their entire business depends upon it. Managing a roster of high-profile accounts calls for superfast response times, the ability to handle sensitive data and ultra-secure transfer of information. And when your clients are among the biggest names in their field, you can't afford to make mistakes. Huge corporations expect your systems to be as good as, and fully compatible, with theirs. If you are not properly invested in tech, you are not properly invested in their business.

Recognising the need for expert guidance, but wanting a simplified approach for its systems management, Taylor Herring asked Clarion to conduct a 360-degree audit of its entire communications and IT platform. The objective was to upgrade Taylor Herring's network infrastructure, supercharge its performance and increase overall resilience.

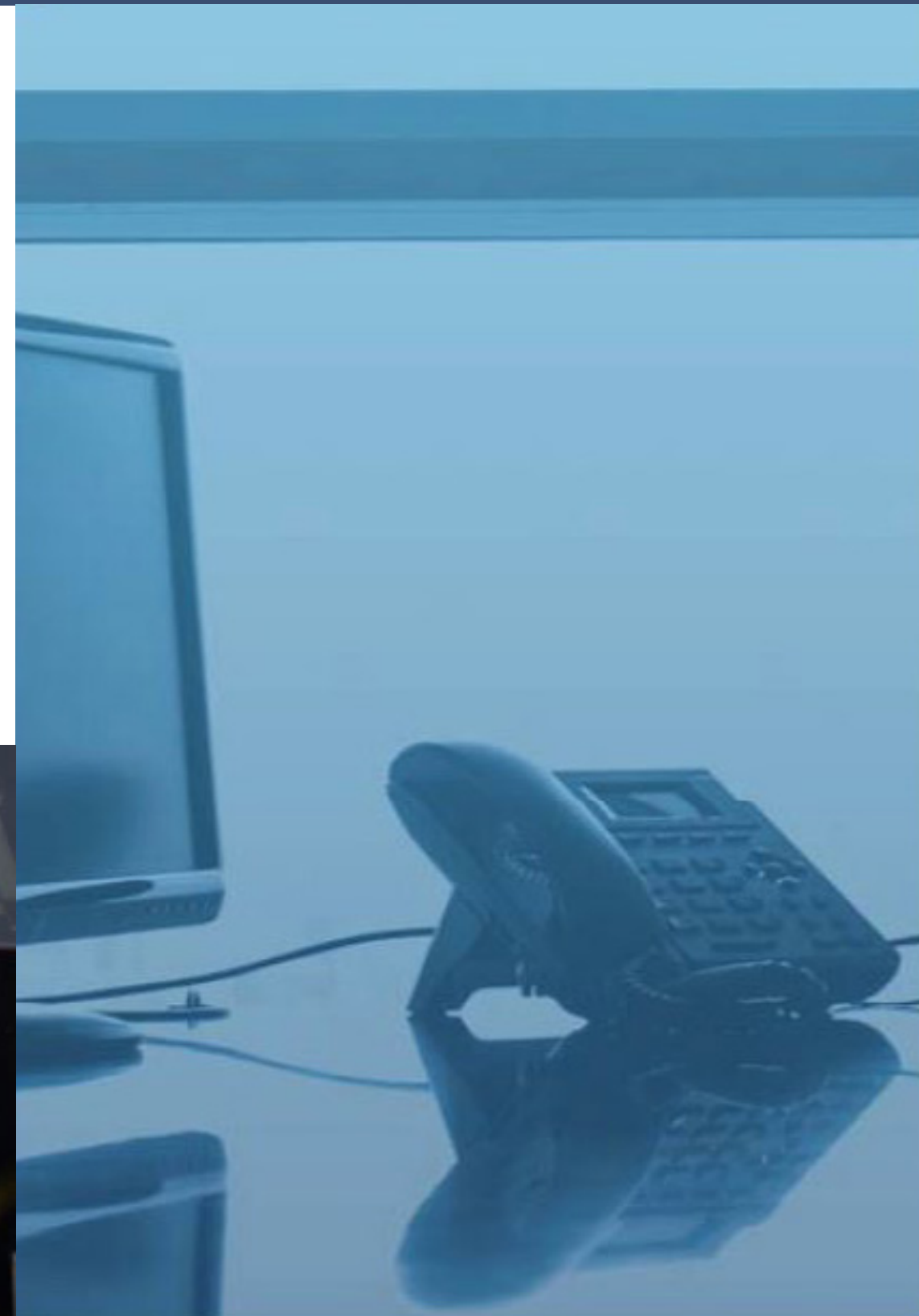
After conducting exhaustive analysis and review of all Taylor Herring's needs, we were able to come up with a comprehensive plan, making and implementing a number of recommendations, which have had a transformative effect across their entire business.



COMMUNICATION

Clarion manages the mobiles, telephone system and data lines, providing just a single point of contact for Taylor Herring. A quick call or email is all that is needed for Clarion to resolve any issue. We have helped Taylor Herring cut call charges and reduce the time they might have otherwise had to spend sorting out issues with their phones. Improvements we have made include:

- **Phone System** - we migrated Taylor Herring from their legacy, on-premise PBX to a more user-friendly, self-administrable, cloud-hosted system. The new system is more agile and easily scalable allowing users to hot desk, without having to navigate changes on a patch panel. It also lead to massively reduced call charges, no hardware maintenance charges and a simplified monthly subscription cost.
- **Remote working** - The cloud-based system enables Taylor Herring employees to access the system via softphone mobile and web applications when working remotely or on the move.
- **Mobiles** - We manage the Mobile Contract with the Networks on their behalf, using our extensive Industry knowledge to continuously review the account and ensure it is on the most cost-effective tariff, advising on the best bundles for data/international use and providing ongoing advice on hardware and mobile device security management etc.
- **Data Line** - we upgraded their existing data circuit to a fibre leased line on a larger bearer circuit to allow for future increase of bandwidth should this be required at short notice, with a failover line to provide resilience and guaranteed uptime.



IT SUPPORT – SERVER & NETWORK

Clarion also provides a full IT service to Taylor Herring, with pro-active round-the-clock monitoring to keep their infrastructure on a secure footing. We have boosted their server capability, set in place a Disaster Recovery plan and made all necessary network changes to enhance productivity:

SERVER UPGRADE

- **Server upgrade** - we replaced the old on-premise system with new, more resilient hardware, ensuring that company data continued to be hosted on a reliable and secure system, with extended warranty and an upgraded Windows Server operating system.
- **Disaster Recovery** - through a RAID configuration we improved redundancy and ensured automatic failover for data continuity in the event of any failure.
- **Back-up** - we implemented a cloud back-up solution, and configured shadow copies onto the server so that previous file etc versions could be retained and restored.
- **Remote Access Control** - we installed a Remote Access Controller to allow connection to the server even if the operating systems has crashed to allow complete access to all services and applications for emergency restarts.

NETWORK PERFORMANCE

- **Wi-fi** - we replaced old wireless Access Points with business-class Ubiquiti units for high-speed, unimpeded connectivity from all parts of Taylor Herring's offices.
- **LAN cabling** - Clarion updated the local network by running in new Ethernet cabling on-site, and installing new switches in the comms room, allowing more network ports to be patched in.
- **Maintenance** - our 24/7 monitoring includes regular remote system checks and automation of updates to keep the internal network secure, and switches, firewalls, routers and appliances running smoothly.



"Taylor-Herring, as a leading UK press-office, is totally reliant on communicating information immediately and effectively. Since appointing Clarion to run our Telecoms and IT infrastructure, we have maintained complete confidence in their ability to provide this vital backbone to our service. We rely on them 100% and they never let us down."

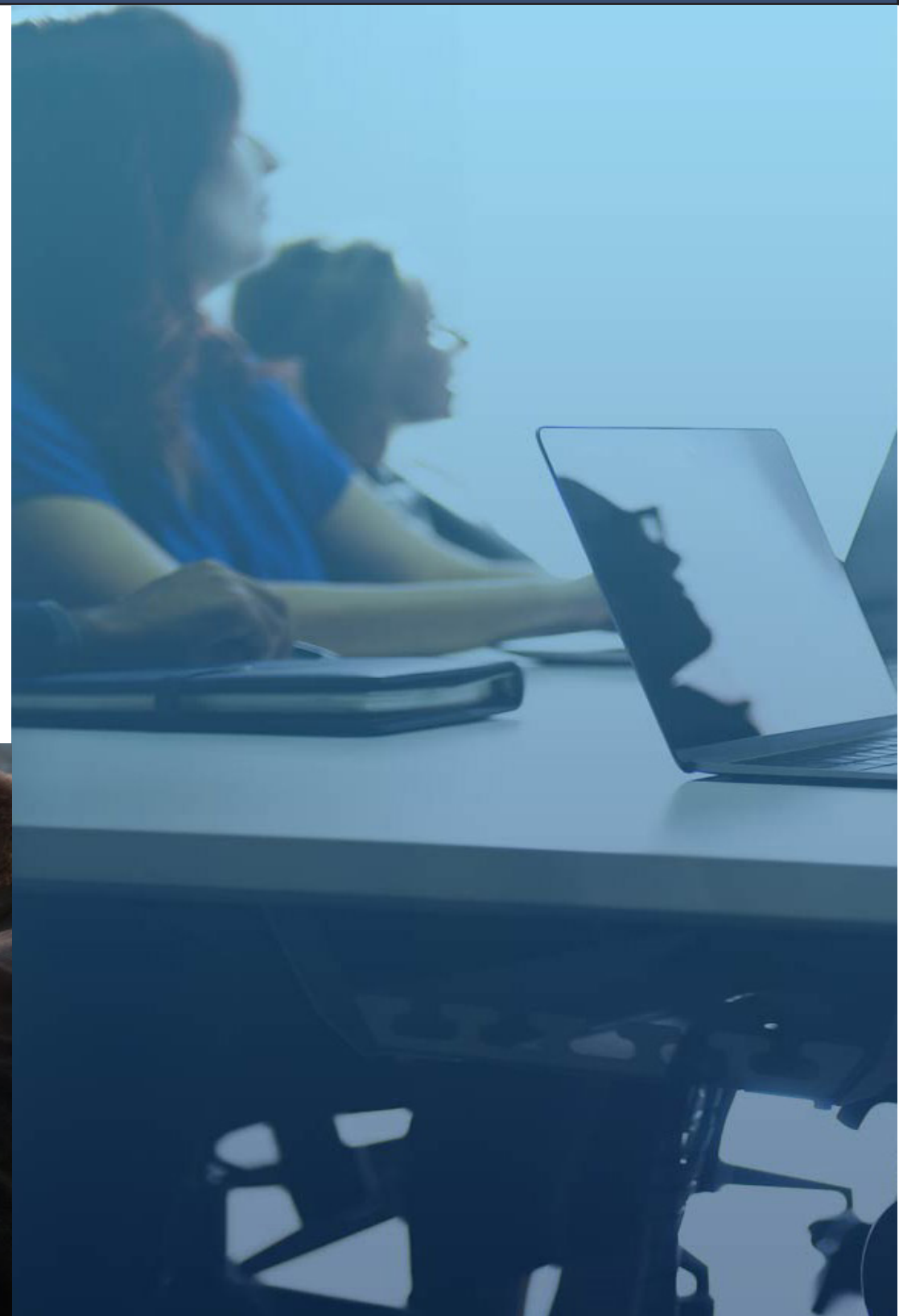


IT SUPPORT – DATA & SECURITY

Clarion has helped Taylor Herring change the ways it handles data, switching their email platform and rolling out Microsoft Teams to enable remote working. At the same time we enhanced system security with a number of measures to prevent attacks both from outside and within:

DATA MANAGEMENT

- **Email migration** - we migrated Taylor Herring's emails from a local exchange server to a cloud-based Microsoft 365 application, improving access and security, and facilitating integration with other associated services like Microsoft Teams and OneDrive storage.
- **SharePoint integration** - we helped different departments to set up SharePoint sites for the purpose of uploading certain department and campaign-related data. This is now used in conjunction with the existing company data on the server.
- **Cloud Signature Solution** - we introduced and configured a solution which allows email signatures to be managed and applied from a central location, saving time by eliminating the need to manually add signatures to desktop mail clients.



IT SUPPORT – DATA & SECURITY

SYSTEM SECURITY

Security Gateway Upgrade - we purchased and configured a best-in-class Cisco Meraki firewall to replace their existing security gateway in order to maintain the most reliable level of traffic-filtering and security on the company network. This also allowed us to configure client VPN profiles directly on the firewall in order to allow remote server access to authorised staff members when working from home, especially during quarantine/lockdown.

Multi-Factor Authentication (MFA) - we rolled out this service to all active mailboxes to ensure an additional layer of security for when authenticating access to each account. All staff subscribe to this setting, following the instructions and policy guidelines we drew up on their behalf.

Hard Drive Encryption - we have enabled data encryption on all key staff members' local hard drives. Should a director's laptop be stolen and taken apart, as an example, then it would not be possible for the thief to access the encrypted data residing on the local hard drive unless decrypted using the recovery key which is securely stored beyond their reach.

Anti-Virus and DNS Filtering - we provide effective, centrally-managed anti-virus and anti-malware software on all supported devices, to detect and protect them from malicious activity. We have also enabled DNS filtering which actively scans and filters web traffic, protecting users from unsafe or inappropriate content when browsing the web or working from office or home.

Cyber Essentials Certification - we have taken Taylor Herring through the accreditation for this government-awareness program, showcasing to staff, clients and suppliers, that they are taking their Security seriously.

KEY BENEFITS

- **Single point of contact for all it & telecoms needs**
- **Regular cost control reviews across their ICT estate**
- **Robust back-up and disaster recovery plan**
- **Flexible, remote working capability implemented**
- **Ongoing maintenance and support**
- **Enhanced, regular security reviews**
- **Advice to bolster productivity**