



## Case Study:

# Hoshizaki Europe's cool-headed move to Private Cloud

### 30-second summary

#### Who is the customer?

Hoshizaki Europe, the European arm of Hoshizaki, the world's largest manufacturer of commercial ice-making machines and the second-largest manufacturer of commercial refrigeration equipment.

#### Why did Hoshizaki need help?

They wanted to move to Cloud-based computing by outsourcing the hosting and support of a new multi-site Microsoft Dynamics AX system.

#### Why did they choose Insite?

"I knew I could trust them to deliver and that if there was ever a problem they would fix it," says the client.

#### What did Insite deliver?

- Private Cloud and business-critical support services for Hoshizaki Europe's AX2012 system
- Hosting and management of Hoshizaki Europe's Microsoft Exchange system
- Systems support across all Hoshizaki Europe sites in the UK, Germany, Spain, France and The Netherlands
- Strategic IT consultancy and proactive guidance.



**HOSHIZAKI**

#### A key benefit for the client?

*"Everything just works. And if there is the occasional AX problem then Insite will resolve it immediately. There's no need for me to get involved."*

***“Technically, Insite was more geared up to deliver what we needed. That became very clear when I carried out due diligence and when I visited the Insite data centre.***

***They are the leaders in AX hosting and support and their Private Cloud offering for AX was the perfect fit for us.”***

Jason Stokes  
IT Coordinator  
Hoshizaki Europe

Hoshizaki is the world’s largest manufacturer of commercial ice-making machines, and the second-largest manufacturer of commercial refrigeration equipment.

Its European operation, Hoshizaki Europe, comprises a European sales and service HQ in Amsterdam, a manufacturing and distribution facility in Telford, UK, and branch offices in The Netherlands, Belgium, Germany, France, United Kingdom, Spain and The Middle East.

### **The move to Microsoft Dynamics AX2012**

Following the acquisition of Danish refrigeration manufacturer Gram Commercial A/S, Hoshizaki Europe realised it had outgrown its existing patchwork of legacy systems, which included a Sage financial system, a Japanese inventory management system, and a separate system for sales.

These legacy systems lacked integration and automation; staff in all areas spent too much time manually re-keying data and found it almost impossible to obtain ‘one version of the truth’.

Gram Commercial, meanwhile, had been using Microsoft Dynamics AX with great success for a number of years. Having seen Dynamics AX in action at Gram and been impressed with its ease of use and flexibility, Hoshizaki Europe took the decision to purchase and implement Dynamics AX2012 right across its European operations.

Jason Stokes, IT Coordinator at Hoshizaki Europe, explains: “We chose eBECS [Microsoft’s ERP Partner of the Year 2014 and UK Reseller of the Year 2010, 2012 and 2013] for the AX implementation because they are the experts in AX and had the depth of manufacturing and inventory management skills that we required.”

***As part of the AX implementation project, Stokes and senior managers at Hoshizaki Europe also decided to review their company’s entire approach to hosting and supporting its business-critical applications.***

According to Stokes, “The obvious option was to have the server infrastructure and specialist expertise on-site - that’s what we had always done - but we didn’t feel it was right solution.

Hoshizaki’s primary goal is refrigeration manufacturing, not delivering IT services.”

### **The strategic decision to outsource hosting**

***“I felt strongly that outsourcing was the right way to go - I didn’t want to be in a position of having to fund a massive outlay for hardware and people at the outset, and then having to spend again every few years to keep all of the specialist infrastructure up to date,” he continues.***



*Hoshizaki’s unique IM Range of Ice Machines is designed with hygiene as a priority. Each ice cycle is made with fresh water, ensuring only the highest quality of ice is produced. This is particularly important for ice to be used in premium beverages like cocktails, as it protects the integrity and flavour of the drink.*

“And as I said before, hosting business-critical systems is not our core business. The time, effort and money we would need to spend on doing that would be a distraction from our primary manufacturing operation, and from more strategic IT matters.”

eBECS recommended Insite, their long-term hosting partner, as the ideal solution but Stokes decided to look at three potential outsourcing partners to properly assess what was on offer in the marketplace.

Following initial discussions with Phil Barden, one of Insite’s Directors, Stokes agreed that Insite’s Private Cloud managed service solution for AX was indeed the right choice.

Stokes explains his reasons: “From the very first meeting it was clear that Insite’s senior executives were working in partnership with us to achieve our goals; I knew I could trust them to deliver and that if there was ever a problem they would fix it. They gave me lots of confidence and that first impression has proved to be correct. Now I can just ring them and things get done very quickly indeed. Added to that, their services are very good value.”

Stokes was also more than happy from a technical perspective and was reassured by Insite's close relationship with eBECS.

"Insite's experience of working hand-in-hand with eBECS, our AX implementation partner, was an important factor. I didn't want to be wasting time being piggy in the middle, talking to two sets of people to try and resolve any issues; I knew that eBECS and Insite already work together on many Dynamics AX implementations and are jointly accountable.

### ISO 27001 accreditation a winning factor

"Finally Insite is an ISO 27001 accredited company, which provides us with the highest levels of reassurance in data security. That was a major plus-point when it came to demonstrating to Hoshizaki head office in Japan that Insite's Private Cloud was the right solution for us."

"We were the first company in the Hoshizaki group to propose a move to Cloud-based computing, so we knew that thorough due diligence was critical," say Stokes.

***"This was new ground for Hoshizaki, but the business and financial reasons for choosing Insite's Private Cloud solution for AX were compelling. As a business there is no way that we can get to the level of expertise and professionalism that Insite offers in terms of hosting and managing AX. The investment in hardware and people required to do that in-house would be massive.***

"In contrast, we could spend, say, around £50,000 per annum with Insite and get a complete outsourced solution. We could barely get one specialist internal IT person for that. Yet with Insite we have access to an entire team of AX hosting and support experts, as well as the whole hardware and supporting software infrastructure required to run AX."

Although this was a departure from established procedures, Hoshizaki Europe's cool-headed reasoning made for a compelling business case built on reduced costs, increased expertise, efficiency and maximised system availability and performance.



*Hoshizaki's HNC Sushi Cases are designed to be aesthetically appealing. They are produced to sit on counter tops, with a contemporary and modern design that looks great as well keeping sushi cooled at exactly the right temperature.*

### Everyday benefits, 24x7x365

So having chosen Insite's Private Cloud solution for AX, what impact has the decision had on everyday business for Hoshizaki?

***The key benefit for Stokes and the wider business is, "Everything just works. And if there is the occasional AX problem then Insite will resolve it immediately. They know whether it's a hosting blip or a system problem and will act accordingly, flagging up any system issues to eBECS automatically as required. There's no need to me to get involved."***

With Insite we have Microsoft expertise in depth right here in the UK. We also have the confidence that Insite is focused 100% on maximising AX system performance and availability for Hoshizaki Europe."

### Private, tailored, personal

Indeed, Hoshizaki Europe's Private Cloud is a state-of-the-art infrastructure dedicated to Hoshizaki Europe alone; it's not a shared environment so it can be fine-tuned precisely to the client's needs.

It also comes with the highest levels of personal service and tailoring, yet at a cost that is lower than many of the big-name Public Cloud providers.

In fact, Hoshizaki is so pleased with the outcome that other businesses in the Hoshizaki group are considering a move to Insite's Private Cloud. And in another demonstration of trust, Hoshizaki Europe has chosen Insite to host its Microsoft Exchange e-mail, calendaring and unified messaging system.

### What is it about Insite that makes them such a good partner for Hoshizaki Europe?

"They are a totally professional AX hosting company who show absolute commitment to keeping our business systems up and running," concludes Stokes. "Added to that, they are fun to work with. Everything gets things done quickly and efficiently in the background with system users not really knowing of Insite's involvement. In short, Insite plays a vital role in making life simpler and more efficient for AX users across all of our European manufacturing, distribution, sales and service operations."



*Cool thinking and attention to detail are paramount at Hoshizaki. The company's ice machines produce exceptionally hard, pure ice cubes in a wide range of sizes, as well as in cylinder, crescent, ball, star and heart shapes.*

## About Hoshizaki

Hoshizaki is the world's largest manufacturer of commercial ice equipment and second largest manufacturer of commercial refrigerated food service equipment. The company employs over 10,000 people worldwide and serves customers in 60 nations.

Creators of Japan's first fully automatic ice maker, Hoshizaki now manufactures an extended line of kitchen and food service equipment including ice machines and dispensers, refrigerators, freezers, sushi cases and water electrolyzers for a wide range of industries and users.

Hoshizaki Europe is committed to providing an outstanding level of reliability and performance to service its customers in industry sectors such as hospitality, healthcare, educational establishments, laboratories and food processing.

With corporate headquarters in Amsterdam and a distribution facility in Telford, UK, Hoshizaki Europe has among the most automated production facilities in the industry. Using the latest state-of-the-art technology, every Hoshizaki ice machine is run-tested at the factory, and undergoes numerous quality performance tests including ice production capacity and energy efficiency.

## About Insite

Insite is a leading provider of Private Cloud solutions for business-critical applications.

Insite mitigates its clients' operational risk by taking full responsibility for the availability and performance of their business-critical applications, thereby allowing each client to focus on developing competitive advantage and business growth.

As an ISO 27001 and IL3 accredited company, and as a G Cloud 5 accredited supplier, we ensure that our clients' business applications meet compliance regulations and work on time, all the time. Additionally, Insite is a Microsoft Certified Gold Partner in three competencies: Server Platform, Data Platform and Hosting.

We are one of the UK's foremost providers of managed hosting and support services for enterprise resource planning (ERP) applications. We work on-premise or off-premise, with a client's IT team or independently.

Established in 1994, Insite owns and operates from a purpose-built, state-of-the-art Tier 3 datacentre, where a team of highly qualified in-house engineers ensure our clients' data is kept supremely safe and secure 24x7x365.

### Insite clients include:

Amber Infrastructure	Hoshizaki
BlackRock Property (formerly MGPA)	L&Q Housing
BrightHouse	Marie Stopes
Citizens Advice Bureau	Neoss
Countrywide Farmers	Norland Managed Services
CPL Aromas	Oxford Nanopore
Crew Clothing	Shin-Etsu
Czarnikow Group	Steerwell
Graphic Packaging International	Tarmac Building Products
Greenwich Leisure Ltd	TCS John Huxley
Gulf Sands Petroleum	The Law Society
	The Racing Post
	VSO



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