



PRESS RELEASE

KEYSTONE ACHIEVES EFFICIENCIES FROM INNOVATIVE DESKTOP VIRTUALISATION STRATEGY

PASPORTE'S HOSTED VDI HELPS TRANSFORM KEYSTONE'S SUPPLY CHAIN PRACTICES

UK, 22 October 2009 - Pasporte, the UK's leading provider of managed ICT outsourcing to the mid-market, and sister company to Ipitomi, today announced it has successfully completed the design and installation of a Hosted Virtual Desktop Infrastructure (HVDI) service for Keystone Distribution, the principal supplier of logistics services to McDonald's. This innovative service has been implemented to safeguard Keystone's supply chain against downtime, and improve business efficiency and performance.

As the exclusive supplier of food, packaging, and cleaning materials to McDonald's, Keystone makes over 500 deliveries per day to the food outlet's 1200 restaurants across the UK. The entire operation, including warehouse management, traffic monitoring and delivery updates, is coordinated using Paragon Software Systems.

Mark Ridgewell, Head of Information Systems at Keystone Distribution, explains; "Paragon is an integral part of our business, but the system was previously only accessible from designated desktop PCs. To safeguard the continuity of our business we needed to extend authorised users to the system and ensure it could be securely accessed from any device, at anytime and any location, including home workers. As a long-term ICT partner, we trusted Pasporte to resolve these issues, and to do so in a cost-effective manner."

Designed specifically to overcome these challenges, Pasporte's ground-breaking HVDI service has enabled Keystone to triple its authorised Paragon users, and ensure the system is accessible from any permitted client. Whilst this helps to mitigate risk to the business, Keystone is realising other significant benefits as a result. Ridgewell adds;

"HVDI is transforming how Keystone operates. From improved process integration to centralised maintenance of Paragon and reduced hardware; we're shaving costs, increasing efficiency and reducing our carbon footprint right across the business. Already we're assessing other areas of the business that will benefit from migrating onto a virtual desktop infrastructure."

Gary Woodward, Managing Director of Pasporte, concludes; "Though VDI is still in its infancy, it is also now a proven technology which, as Keystone demonstrates, delivers real business benefits. Furthermore, the flexibility and ease in which VDI integrates into the over-riding ICT architecture enables organisations to migrate to a virtual platform, at a pace to suit the business and IT department, and with minimal adjustment for the end-user.

"Whether it's a cost, carbon or performance challenge, desktop virtualisation is suitable for any organisation and, as a hosted service, delivers even greater cost management and resilience."

-ENDS-

Keystone Distribution UK, www.keystone-distribution.co.uk

Keystone Distribution UK exclusively manages the complete supply chain and distribution to 1,200 McDonald's restaurants in the UK. Keystone delivers McDonald's total product requirement, which includes fresh, frozen and ambient food, promotional items, point of sale material and cleaning products.

About Pasporte, www.pasporte.com

Pasporte is the UK's leading provider of ICT outsourcing, bringing on-demand IT expertise, experience and economies of scale to mid-market organisations. Delivering on its promises, Pasporte forges strong and personal client relationships based on honesty and trust to guarantee tailored solutions that will meet business goals. Its services and solutions offer a blend of Managed Applications, Managed Hosting and Managed Networks.

Pasporte is part of a group of companies that include sister companies [Telinet](#), [EVD](#) and [Ipitomi](#). Backed by banking group Investec, the group is emerging as one of the fastest growing and leading providers of integrated ICT for the UK, SME marketplace.

The group forecasts a turnover in excess of £50 million and collectively, has more than 40 years' experience in servicing 2500 customers across all industry sectors. With further acquisitions planned and continued natural growth, the group has plans to hit the £100m turnover barrier as soon as possible.

Together, group companies provide end-to-end solutions that incorporate IT, voice, data and telecoms, using best of breed products and services from IBM, Microsoft, Cisco, Orange Business Services, VMWare, Mitel and Avaya.

Group companies operate from principal offices in London and throughout the South East.

For further information please contact:

Carina Parmar/Charlotte Sandy
Cohesive Communications
Tel: +44 (0) 1291 626200
Email: pasporte@cohesive.uk.com