



## PRM Group takes technology infrastructure to the next level with Novosco.

### The customer

By enhancing their IT capacity, PRM Group have strengthened their systems to withstand the pressures of the FMCG market.

Ireland's leading chilled food distributors and manufacturers PRM Group have enjoyed continued success in the country's competitive food industry. This achievement can be attributed to the company's commitment to innovation and understanding of the need to capitalise on advances being made in information technology.

PRM Group's early adopter approach is evidenced through key business developments such as the move to voice-recognition picking systems, the first of its kind in Ireland, and the installation of biometric-enabled Time Management Systems.

The company looked to Novosco to assist them with a significant upgrade to their hardware infrastructure and a move to a virtualisation technology. The project team selected a combination of VMware, EMC and Citrix technology.

PRM Group Ltd was founded by Philip and Lynne Morrow in 1988 and now employs over 200 people across three sites in Ireland at Lisburn (Head Office), Derry and Dublin. As well as distributing major household brands, such as Muller, Alpro, Kinder, HB Walls, the company is making strides in the food manufacturing sector at a modern facility in Derry.

## Overview

### Challenges

- Upgrade the IT hardware
- Ensure business continuity
- Improve performance, reliability and disaster recovery
- Implement seamlessly

### Solution

- Consultative Analysis
- VMware vSphere
- Citrix XenApp
- EMC storage

### Results

- Enhanced KPIs
- Decrease in IT support requests

### Benefits

- development, testing and patch control, more efficiently
- Vital software upgrades enabled
- Greater insights into business performance

## The challenge

PRM Group operates in a fast-paced, business environment which runs 24x7x364 during the year. The non-stop nature of this industry dictates an extremely reliable IT infrastructure which can cope with the demands of a continual flow of electronic information across all aspects of the business.

The continued growth of the business, coupled with the company's focus on strategic development, necessitated an upgrade from the existing hardware provision. By virtualising the server farm the team hoped to achieve improved performance, reliability and disaster recovery capability. Given the speed of its business environment, PRM Group required a solution which could be implemented seamlessly. Novosco provided assurance by demonstrating a clear understanding of the needs of the project and the context in which it was to be delivered.

## The solution

Following a competitive tender process, PRM Group began working with Novosco to map out the project timeline. The proposed solution included a virtualised server environment powered by VMware vSphere, Citrix XenApp and EMC storage. Given the dynamic nature of the company's workforce, with sales representatives requiring regular remote working access, Novosco also assisted with the implementation of a Fortinet Firewall.

## Business results & benefits

The investment in technology infrastructure by PRM Group has already provided short term benefits and greatly enhanced key performance metrics such as reliability, which has seen massive improvements with a marked decrease in IT support requests.

This has enabled the IT team to focus more resources on developments, testing and patch control, all of which have been made more efficient with the flexibility of the new system.

With improvements to both processing power and operating system, PRM Group have also been able to make important upgrades to their back office software. New analytical capabilities have provided the company with a greater insight into their overall business performance across orders, stock control, sales and distribution.

In addition the IT team are particularly impressed with the efficiency and transparency that they have been afforded in regards to licensing control.



“As we approached this project we were looking for a partner who could support our in-house IT team to deliver on time and to budget. Novosco impressed us with their comprehensive proposal and sense of shared purpose. They have helped us to create a reliable platform which can be scaled to meet our needs as we continue to grow our business.”

**Michael Morrow,**  
**IT Manager & Project**  
**Lead, PRM Group Ltd**