

CAMBRIDGE, ENGLAND, October 12, 2013 **/24-7PressRelease/** -- Riverlite announced today that it will work with iconic Cambridge punting company Scudamore's to deliver leading hosted desktop, virtualisation services from two secure top tier UK datacentres.

Founded in 1910, by F. Scudamore; Scudamore's is recognised as the world's oldest and largest punting company with a history that spans over 100 years, and boasts the largest fleet of punts with 150 craft available to hire over two routes along the River Cam.

Quintessential Historic Cambridge has been a favourite haunt for punters for decades, attracting half a million tourists every year partaking in varying punting excursions and experiences. Whilst the punting extravaganza has changed little since inception, the customer experience combined with the demands of a modern, vigorous business has migrated beyond recognition.

Scudamore's forward thinking approach was essentially to upgrade their existing systems and IT infrastructure, with real-time on demand capabilities where customers can book online, combine their punting with other activities, such as booking a restaurant or city tour. Equally from a business perspective the ability to utilise and maintain a robust CRM system, develop affinity marketing programmes and profile market sectors is essential.

In a strategic move to partner with Riverlite, also located in Cambridgeshire; Scudamore's staff will now benefit from the latest virtual desktop Citrix solutions and have secure network access to their company desktop and data from any device in any location. BYOD (Bring Your Own Device) and virtualisation allows Scudamore's to be a more responsive business and delivers the ability to adapt to changing business requirements, such as automating the current paper and pen process, critical to Scudamore's rapid continuing growth.

Riverlite's answer for Scudamore's is based on the company's vCloud solution which provides enterprise level, managed hosted virtual infrastructure; offering a full suite of managed, cloud-based, communication collaboration services, featuring enterprise applications from market-leading vendors including Citrix and Microsoft.

Hosted across Riverlite's two secure, resilient Tier 3 datacentres on a virtualised computing platform, Scudamore's IT department will leverage from a guaranteed highly responsive, secure and scalable platform, making the service easy to manage and scale in line with their business requirements. Riverlite's hosted service enables Scudamore's to prepare for the next stage of their IT development as they look to improve their Point of Sale capability, enhance their CRM

and develop a state-of-the-art Intranet.

"Scudamore's chose Riverlite as their Hosted Managed Service Partner after meeting with a number of potential service partners" said Rod Ingersent, Scudamore's Managing Director. "What really stood about Riverlite was their ability to quickly understand our business challenges and aspirations, demonstrate the process and benefits of their service without resorting to technical jargon and giving us unfettered access to a number of their existing clients, who enthusiastically endorsed them."

Riverlite's vCloud hosted service is backed up with an end-to-end service level agreement (SLA), for an all-inclusive annual fee. The pricing model provides Scudamore's with cost control and a level of transparency, which will allow a solid foundation for their next generation infrastructure.

About Riverlite

Riverlite delivers managed hosted virtualised IT Solutions and consultancy services to organisations of all size, vertical markets and location.

Riverlite focus on improving the IT function delivered to its clients, by deploying best of breed virtualised server, application and desktop infrastructures hosted either on premise or centrally from the Riverlite vCloud.

Since 2002, Riverlite consultants have been responsible for implementing some of the UK's largest virtual infrastructures. Consultants possess impressive qualifications, in-depth knowledge and technical expertise, acquired from the latest industry certifications.

Riverlite boasts an envied client list which includes; Sainsbury's, Fyffes, Logica, McAfee, TeleCity Group, Haberdashers' Aske's Boys' School and the University of Cambridge.

Written by Australian Business

For more information about Hosted Managed Services from Riverlite, visit
<http://www.riverlite.co.uk>

Follow us on Twitter <http://twitter.com/riverlite> and on our blog at <http://www.riverlite.co.uk/blog>

About Scudamore's

Founded in 1910, situated in Historic Cambridgeshire, Scudamore's Punting Company owns the world's largest fleet of punts, with nearly 150 craft available for hire along two routes of the River Cam. It offers a diverse range of services and punting excursions ranging from College Back Tours, Ghost Tours, Treasure Hunts and Special Events such as Hen parties.
<http://www.scudamores.com>

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