



**LSH AUTO**

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## Case Study



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# The Client

LSH Auto is taking a new and innovative direction by engaging in a multi-year managed service and transformation.

LSH Auto was established in the UK in 2016 and is the arm of a respected and world-renowned luxury car dealership that dates back over 45 years. LSH International, a member of Lei Shing Hong Group, operates 143 Mercedes-Benz dealerships in markets across the globe, including China, Australia, South Korea, Taiwan, Vietnam, Cambodia and most recently in Germany and the United Kingdom.

**“Roc understands our business and the cost of this service comes off our bottom line – this is a big tick in the box for Roc.”**

*- Norman McKeown, Head of IT, LSH Auto*

# The Challenge

The IT team at LSH Auto has a remit to support the entire UK IT infrastructure which encompasses laptops, desktops, networks and CCTV. When looking to replace the managed service, LSH Auto had two key objectives; to reduce costs and to find a flexible partner who understood its needs and timescales. A third element was to improve the first line support and set up a true support desk.

The clock was ticking as they already had a contract end deadline to meet when the Covid-19 pandemic led to a UK lockdown in March 2020. This meant that LSH Auto needed to act fast and at the same time reassure its Board that the project would deliver the desired benefits within time and cost parameters.

Norman McKeown, Head of IT at LSH Auto said, “We already had a relationship with Roc and I wanted to see if we could scale this up and move our whole managed service across. What I needed in a managed service provider was essentially an extension of my department. Roc didn’t just look at our RFP, the team actually got to know us as an organisation and understood our challenges.”

# The Solution

Roc was chosen as the preferred provider as LSH Auto already had a good working relationship with the team and its proposed solution offered the most innovative response to the business needs and problems outlined in the brief.

In order to implement the service remotely in a tight timescale, during a global pandemic, the LSH Auto and Roc teams had to work collaboratively together through risk and issue mitigation and had regular and transparent communications.

Roc transitioned the service provision from the incumbent data centre into an Azure live environment with connectivity between the nine dealership sites in the UK. A new service desk handles calls with clear pathways for escalations which could re-route to the on-site servicing and engineering staff who are on call to respond to incidents.

# The Results

Roc's managed service offers a more structured approach to IT service delivery. This has given LSH Auto a new level of assurance that it will be able to sustainably continue to operate and provide its customers with the highest level of service across the UK. It has also allowed the business to free up capacity for its IT team to work on projects that enhance the IT service for both customers and employees into 2021 and beyond. Projects that have already completed include a security upgrade and a Windows 10 migration delivered remotely.

“Instances of service are very good – it's right first time i.e. first time fix; 85% of calls are answered and there are clear pathways for escalations. The Roc staff are trusted and easy to work with too,” commented Ed Clamp, Projects and Service Delivery Manager at LSH Auto.

In Roc Technologies, LSH Auto has found a partner that offers the transparency and approach that it needs to manage issues in a timely manner and ultimately change direction.



# Key Benefits



Cost savings of around  
£250K PA



Better provision of Live  
and DR (Disaster  
Recovery) environments  
within Azure



Better performance  
against SLAs



Better inter-company  
communication



Improved handling of  
first line support

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“The Roc team have really enjoyed getting to know LSH. It has been great to see our teams collaborate to complete a challenging technology and service transition on schedule. By migrating LSH to Microsoft Azure and modern Windows10 cloud management platforms, I am confident LSH will enjoy an agile, flexible and innovative service for the years ahead.”

- *Jeremy Humphrey, CTO, Roc Technologies*