

Fossphorus Enhances Global Services in Collaboration with Freedomtech



BUSINESS CHALLENGE

Fossphorus, a leading global brand strategy consultancy specialising in expanding prominent brands into new and diverse markets, identified the need to conduct a Proof of Concept (PoC) to evaluate hardware interoperability and feasibility across its operations in North America, the UK, and India.

The consultancy required a reliable partner who could:

- Rapidly test and validate hardware performance across multiple geographies.
- Deliver a flexible and secure infrastructure to support future growth.
- Manage vendor engagement and reduce complexity in multi-site deployments.
- Provide ongoing support to ensure continuity and efficiency during the transition.
- Given the scale and urgency of the project, Fossphorus turned to Freedomtech to execute the PoC and manage subsequent infrastructure deployment.

SOLUTION

Freedomtech provided end-to-end services to enable a successful Proof of Concept and long-term infrastructure implementation.

Key aspects of the solution included

- **Innovation Lab Testing:** Utilised Freedomtech's state-of-the-art innovation lab to conduct hardware interoperability and feasibility testing. This approach accelerated timelines significantly, reducing the PoC phase from a planned three months to just three weeks.
- **Hardware Design & Configuration:** Freedomtech's professional services team designed and configured the required hardware, ensuring compatibility, resilience, and compliance with Fossphorus's operational requirements.
- **Infrastructure Deployment:** Following successful validation, Freedomtech deployed a full technology stack, including HPE servers, Cisco switches and routers, F5 load balancers, network connectivity, and monitoring solutions.
- **Managed Migration Strategy:** Oversaw the safe relocation of hardware between two data centres, minimising disruption and risk.

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- **24/7 Global Support:** Placed the infrastructure under a dedicated 24/7 support contract, ensuring continuous monitoring, incident resolution, and proactive maintenance.
- **On-Site Engineering:** Assigned a dedicated engineer to support Fossphorus operations, providing hands-on technical expertise and immediate issue resolution when required.

RESULT

The collaboration delivered measurable business and technical benefits:

- **Significant time savings:** Reduced the Proof of Concept duration from three months to three weeks.
- **15% cost reduction** in infrastructure expenditure, demonstrated during the PoC phase.
- **Streamlined vendor engagement**, simplifying multi-vendor management into a single point of contact via Freedomtech.
- **Improved operational efficiency**, with on-site engineering support ensuring smooth day-to-day operations.
- **Future-ready infrastructure**, validated and deployed across multiple international locations.
- **By leveraging Freedomtech's innovation lab and global expertise**, Fossphorus successfully accelerated its Proof of Concept, reduced costs, and deployed a robust infrastructure solution – enabling the consultancy to deliver enhanced services for its global brand clients.