



case study

MEDIA AND ENTERTAINMENT

SOHO HOUSE & CO



SOHO HOUSE

Background

Soho House & Co was founded in London, in 1995, as a private members' club for those in film, media, and creative industries. With an estimated 4,000+ employees, 50,000 members, and a waiting list of over 30,000 individuals located across the globe, Soho House & Co is one of the most prestigious luxury private membership clubs in the world.

Services Rendered

- Managed Services Agreement Full-service Outsourced IT) with On-site Support
- Firewall and Network Upgrade
- Managed Office 365
- Backup and Disaster Recovery

Company Size

106
employees

Region

**Los Angeles,
California**

Industry

**Media and
Entertainment**

Challenge

As one of the world's most prestigious membership clubs serving A-list celebrities and elite members across creative industries in film, fashion, advertising, music, and media; the importance of reliable internet connectivity and smoothly running IT infrastructure cannot be overstated. To Soho West Hollywood's dismay, they were experiencing huge amounts of downtime, including internet, phone, and server service interruptions that impacted employees' ability to deliver the esteemed guest experience that members expected.

Their existing U.K.-based IT service provider didn't have the local presence Soho West Hollywood needed to provide immediate on-site support. With outdated technology that was not proactively maintained, an unsupportable infrastructure, and a SonicWall firewall that was inadequate for network traffic, Soho West Hollywood enlisted Next Perimeter to remediate these crippling IT challenges.

Solutions Provided

Next Perimeter worked diligently with Soho West Hollywood to quickly diagnose infrastructure bottlenecks, identify outdated hardware that required upgrades, and designed the optimal technology stack that would enable Soho to guarantee a near 100% uptime while preventing future service interruptions.

Next Perimeter was contracted to provide complete managed IT services for two Soho properties in the LA area, Soho West Hollywood and Malibu's famous Soho Little Beach House, as well as Cecconi's, a flagship restaurant serving Northern Italy style gourmet dishes.

- Replaced aging firewall with a new to-specification SonicWall that could handle network traffic demands and updated configurations for greater security
- Complete network/wireless stack upgrade including the installation of enterprise-grade Ruckus wireless access points and Aruba switches
- Upgraded UPS and battery backup systems to prevent downtime caused by temporary power loss
- Standardized IT operating procedures and streamlined infrastructure management
- Full-service managed IT services agreement including helpdesk, remote support, patch management, endpoint security, network and server administration, POS and business application support (Sage, EventPro, etc.), Office 365, and on-site support, effectively performing the functions of a complete outsourced IT department.

Results

Within three months, Soho West Hollywood and its associated properties experienced a dramatic shift in uptime, accessibility, and connectivity. With 99.99% uptime achieved, employees were able to focus on delivering exceptional customer experiences instead of trying to resolve IT-related issues. Customer satisfaction significantly improved, and business interruptions were effectively limited to planned maintenance. Weekly on-site support ensured employees had reliable training opportunities for business applications. Thanks to smoother operations and less stress caused by failing systems, employee morale improved, resulting in noticeably less turnover when compared to the previous 12 months before Next Perimeter became Soho's dedicated IT support company.



Let's Work Together

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About Us

At Next Perimeter, we recognize that affordable, efficient information technology is mandatory for the success of your business. That's why we offer a variety of IT products and services to fit your needs as well as your budget.

Our mission is simple: to be America's most customer-focused small and medium-sized business IT support company, and to build a place where customers can leverage our passion for technology to power their business.

With a 97% client-retention rate since 2006, we have a track record you can trust.