



“Mitigating risk is a core part of securing our business, and along with the disaster recovery programme, having a virtual IT team on hand means we’re also able to accelerate our PCI DSS accreditation. This level of governance and security is critical if we’re to safeguard the company and our customers, and ensure we can demonstrate our credentials as a responsible retailer.”

**Harry Willoughby, IT Manager,
JD Sports**

Delivering Effective Data Recovery



“you promised
you’d look after it”

JD Sports

JD began trading in 1981 from a single shop in Bury, Manchester. Since opening its first London store in 1989 and branching out of its organic roots with further openings across the UK, JD now dominates the UK sportsfashion and casual wear market with a portfolio of approximately 350 stores.

objectives

- To achieve an effective disaster recovery strategy that mitigates risk and ensures business continuity.
- To implement a secure high-performance IT architecture that is resilient and can flex and change with the needs of the business.
- To reduce day-to-day operational IT tasks, and enable in-house IT resource to focus on identifying and implementing innovative value-add technologies and strategies.

solution

- 24/7 disaster recovery programme, using IBM's Softek to synchronise all data, and enable near real time recovery of operations.
- Migration of back-office applications and data, such as payroll and warehouse stock management, to primary and secondary hosted data centres.
- Managed WAN between JD's four warehouses and head office.

benefits

- A performance driven, secure and resilient IT foundation that supports the long-term business strategy.
- A disaster recovery programme that guarantees near real time recovery, and reduces risk to the business' 24/7 operations.
- A solution that supports JD on the journey towards PCI DSS compliance, and enable the retailer to safeguard the company and its customers.
- A future-proof and flexible IT infrastructure that can support new and emerging applications to enhance the consumer experience and increase bottom-line profit.