CLARITAS SOLUTIONS
Think Clearly, Think Claritas.

CASE STUDY

Farnell element14

FARNELL ELEMENT14
INDUSTRY: ELECTRONICS
LOCATION: LEEDS
EMPLOYEES: 4,500

Established in 1939, Farnell element 14 is part of the Premier Farnell Group, and is a world leading high service, low volume distributor of electronic, electrical, industrial and maintenance, repair & operations (MRO) products, with fast, easy access to over 480,000 stocked products, 24hours a day, 365 days a year.

LAUNCHING THE PLATFORM FOR RASBERRY PI

The Challenge
The launch of the Raspberry Pi made waves across the globe. Its concept of providing a computer for £25 attracted interest from every imaginable source, from hardened technology professionals to schools and everywhere in between. In the UK, Farnell element 14 was selected as one of the global distribution partners.

From the interest generated prior to the launch of Raspberry Pi, Farnell element14 knew that it had a major challenge on its hands. Not only having to provide a platform to purchase the Raspberry Pi, but also creating a website that would handle the traffic efficiently, plus having the crucial operating system software for the Raspberry Pi available to download in time for a successful launch.

The Claritas Solution
Farnell element14 employed Claritas to provide the platform to serve the operating system needed for the Raspberry Pi user community. The amount of traffic to the site could not be accurately estimated, but the unprecedented interest shown prior to the launch dictated every contingency had to be prepared for and factored in.

Working in conjunction with the technical teams at Farnell element14, Claritas creatively designed a solution to effectively manage the scale of the unknown level of traffic. Working with an unknown quantity is not a new concept for Claritas. It has already amassed a wealth of knowledge architecting solutions which cater for large scale web traffic.

This was a considerable achievement as Claritas had just a week to design and implement the solution.

Claritas partnered with Datacentre provider Node4 to use servers which would hold the operating system. Due to the long standing working relationship with Node4, the necessary bandwidth could be provisioned, and the ability to scale up within minutes was negotiated. Node4 engineers were also put on high alert to be able to react on the all important launch day.

Benefits and Results
The Claritas Solution for Farnell element14 was commercially viable and within budget.

Whilst the pre interest in the Raspberry Pi was well documented, the insatiable demand on launch day was unprecedented, proving to be THE technology moment for UK computer enthusiasts.

The site devised by Claritas handled over 20 million visitors and downloading a total of 10 terabytes of data within the first week of the launch. Crucially at one point on the actual release day, the Farnell element14 download site was the only one still available, globally. This clearly demonstrates Claritas's strength in architecting world class hosted environments, and its ability to cope rapidly and efficiently with not only the unknown, but an unprecedented scale of interest.

Why Claritas
"Claritas reacted at a phenomenal pace, they spent time understanding the challenge and set about putting things in place to cope with the unprecedented demand of the launch, both technically capable and commercially savvy, we are extremely happy with the team at Claritas"
Steve Gibbins, Global Network Services Manager, Premier Farnell

"When Farnell element14 approached us with their requirement, the technical teams at Claritas were keen to get engaged and come up with a scalable, resilient web hosting infrastructure that would ensure the Raspberry Pi user community could access key software. This type of agility is what has set Claritas apart from our competitors for some time"
Kevin Edwards, Sales Director, Claritas Solutions

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Providing transparent and truly independent IT services and solutions is at the heart of Claritas. Clear communication coupled with our desire to listen and understand client issues enables Claritas to deliver against business strategies. Through innovation, tailored solutions are created and delivered with passion in the areas of Security, Connectivity, Hosting and Application Development . All of our solutions are designed to enable clients to gain competitive advantage, reduce cost and mitigate risk.

So when you Think I.T. **Think Clearly, Think Claritas.**