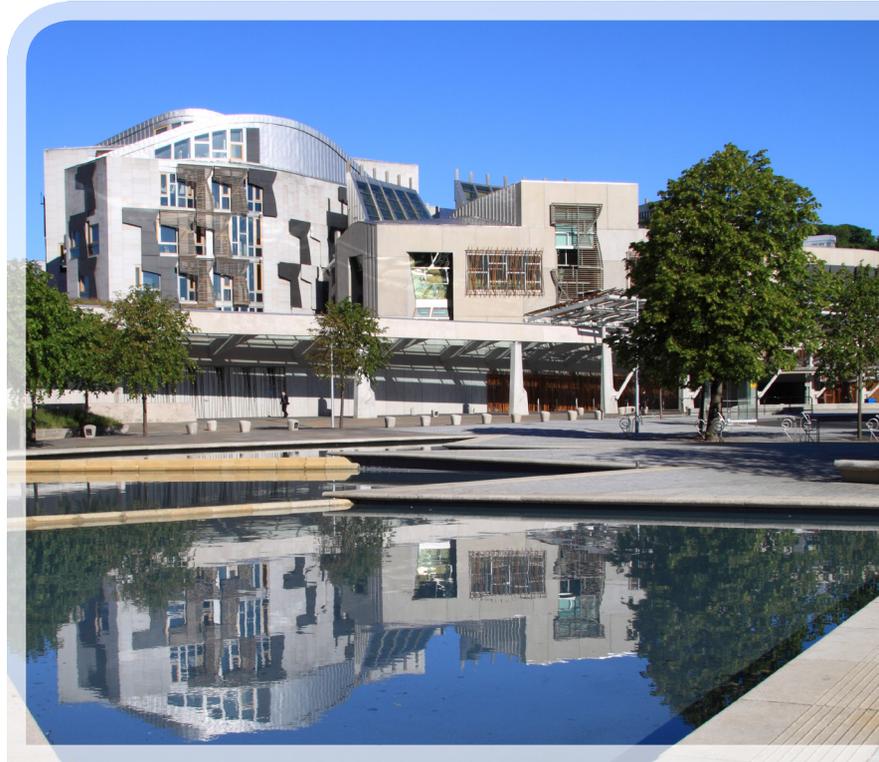




VOTE OF CONFIDENCE

Scottish National Party strengthens campaigning capabilities with on-demand workplace IT



SERVICES

- Office Online
- Client Computing

USER EXPERIENCE

- Better access to campaign data
- Richer multi-media content

BUSINESS IMPACT

- Increases scalability
- Reduces downtime
- Simplifies IT management

BUSINESS OUTCOME

- Maximises social and digital engagement
- Increases agility and efficiency
- Enables more relevant and responsive campaigns

OBJECTIVE

Modern political campaigns are data driven. The Scottish National Party (SNP) needs advanced digital capabilities and accessible data to effectively campaign for elections. With social channels playing an increasingly important role in voter engagement, the party needs to provide its politicians and activists with reliable and high performing workplace IT. It also needs to be able to rapidly scale IT services up and down to meet demand.

SOLUTION

The party worked with Computacenter to deliver a major workplace and datacenter transformation based on digitised, on-demand IT. With help from the IT services and solutions provider, the SNP has migrated all major systems, including voter contact (CRM), line of business systems, online directories and Office software to the cloud. Computacenter helped the organisation plan its cloud roadmap, secure cost-effective licensing deals and simplify the migration process.

OUTCOME

The SNP now has the flexibility to scale up IT services and capacity to meet bursts of intense demand during elections. This enables staff to work more effectively, campaign using insights from big data and produce engaging digital assets to share on social media. With Computacenter's cloud strategy, the party has also been able to secure data and eliminate downtime, both of which safeguard access to voter and operational data.



OBJECTIVE

Supporting digital campaigning

Digital engagement is key to the SNP's political campaigning. The party communicates with voters 24/7 via Facebook, Twitter, YouTube and other social media channels, as well as producing traditional printed materials.

Campaigning is not only becoming digitised, but also data-driven. The SNP has contact records from more than four million registered voters. To deliver effective campaigns, this data needs to be highly accessible and strictly managed.

To create rich media content and ensure its campaigns reach the right people, the SNP needs high-performance workplace technologies. The party recognises IT as an enabler, and that means activists [many of whom are volunteers] have high expectations.

During a campaign, thousands of people rely on the party's workplace and cloud technologies on a daily basis – with the work of politicians, staff and activists in various locations across Scotland all depending on the cloud infrastructure, the SNP must ensure that all its users have fast and easy access to relevant data and digital services and channels.

The party needed to be able to scale up services during peaks in demand, especially during the run-up to an election. The old infrastructure simply didn't provide sufficient flexibility or elasticity.



We need to be able to scale up services during intense bursts of demand, especially during the run-up to an election.

Christian Jones,
IT Manager, SNP



SOLUTION

Unlocking the power of the cloud

The SNP embarked on a major cloud migration project in January 2015 that would transform its campaigning capabilities and workplace IT. With limited internal resources and time, it needed a partner to assist with the transformation. The party decided to work with Computacenter as it knew it would get the job done quickly and with an assured outcome.

Computacenter helped the SNP move all its key business systems, including voter contact [CRM], online directories and membership management from on-premise servers to the cloud. Computacenter's best practice processes and experience in migrating workloads meant that the party didn't have to worry about data integrity or downtime.

The organisation now uses Microsoft Azure to run all line business systems, the active directory and all productivity software. This means the party no longer has any servers to manage, secure and maintain, which frees up IT resources for more strategic activities.

The second phase of the project was to move crucial and sensitive data, such as member and voter details from in-house applications to the robust cloud platform provided by Salesforce CRM. The new Salesforce platform provides the party with a step change in the ability to analyse vast quantities of campaigning data. Again, this phase of the project was specified, procured and managed entirely through Computacenter.

As part of the transformation, Computacenter also helped the party roll out Office 365 and equip staff at its headquarters with small form factor PCs, new high ultra-high definition monitors, tablets and Apple laptops. With Office 365, users can access key software from any location and using any device, which means that they can work in the way they need from anywhere in Scotland.



By transforming our workplace IT, we can make our campaigns more relevant and responsive.

Christian Jones,
IT Manager, SNP



OUTCOME

Greater efficiency and agility

The SNP now has the flexible IT foundations it needs to deliver effective and engaging campaigns. Computacenter's cloud expertise, supplier relationships and impartial advice were key to the success of the transformation.

By deploying digitised and on-demand workplace technologies, the SNP will be able to:

Increase agility: In an election period, the IT team can spin up new server capacity in 20 minutes and then scale it back again with no impact on users.

Safeguard access to campaigning data: Downtime has been significantly reduced since moving systems to the cloud and the party now has complete confidence in the security of the infrastructure.

Simplify IT management: With no onsite infrastructure to maintain, the SNP's IT team can spend more time on activities that further enable its users.

Maximise social and digital engagement: Equipped with the right technologies, the party can produce compelling media-rich campaign content.

By transforming workplace IT, the campaigns are more relevant and responsive. The SNP has also increased efficiency to ensure it makes the most of resources.

ABOUT SCOTTISH NATIONAL PARTY

The Scottish National Party (SNP) is the third largest political party in the UK with more than 110,000 members. It has more than 100 MPs, MSPs (Members of Scottish Parliament) and MEPs that work in parliament at Westminster, in Scotland and in Europe, plus in excess of 400 local councillors. Originally founded in 1934 from the merger of the National Party of Scotland and the Scottish Party, the SNP is currently led by Nicola Sturgeon, the First Minister of Scotland. Following the 2015 UK general election, the SNP went from holding six seats in the House of Commons to 56.

MORE INFORMATION

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