

# Service Overview

## Managed Cloud

Managed Cloud provides end-to-end lifecycle management of Azure, alongside a range of BAU activities including provisioning, threat prevention, patching, optimisation and backup, all wrapped up into a monthly subscription. This, alongside deployment, migration and advisory services, means that your teams can refocus on delivering innovation and better business outcomes, without worrying about the underlying platform.

- 24x7 support from a leading Microsoft Azure Gold Partner, AMMP and Cloud Solution Provider
- Access to various packs, providing an increased level of ownership and accountability
- Insight into your cloud consumption, subscriptions, governance, billing and workloads via our portal
- Access to enhanced reporting, security, optimisation, provisioning and maintenance features
- Architectural and consultancy add-ons to accelerate digital transformation and Azure adoption

# The State of Play

Cloud computing is significant business. In fact, according to the IDC, more than a third of all IT spending worldwide is attributed to building out the infrastructure needed to operate at the scale seen by the likes of Microsoft, Amazon and Google. With the public cloud service market expected to swell to £482b by the end of 2022 (Gartner), this investment underlines the benefits that come with adopting a cloud-first or centric strategy.

From a consumer standpoint, the question for some time has been not whether a move to the cloud is appropriate, but by what margin cloud adoption should be favoured over more traditional means of IT service delivery.

Key decision makers are focusing on how their organisations can take advantage of the next generation of cloud services and delivery models. Rather than focus exclusively on a lower total cost of ownership - the original business driver - they are looking to react quickly to market conditions, release capital to

stimulate innovation, increase reliability and security without having to invest in additional infrastructure, establish closer relationships with their DevOps teams, and dramatically shorten the gap between concept and execution.

Faced with an increasingly competitive landscape, greater employee and market expectations, and an ever more diverse technology portfolio, CIOs and their IT managers are relying on a blend of infrastructure, platform and software as a service solutions, as a way of delivering mission-critical consumption-based services on an as-needed / just-in-time basis.

By shifting budgets towards an OpEx IT model, they can offer predictable value, without the drag factor that on-premise IT installations have traditionally suffered from, lowering barriers to entry and in many cases reducing overall IT expenditure.

With the Cloud Industry Forum suggesting that a mere 12% of IT budgets will be given over to legacy technology by 2022, it makes sense to have a strategy that encompasses some form of cloud adoption and on-going support. Given that the balance

of skills still favours the support of traditional IT services, leaders are looking at how their cloud dependencies will be managed, with many considering creating new openings for cloud-specific talent or finding a partner who can bridge the gap.

## 16.9%

### Forecasted Growth

The market is set to achieve a CAGR of 16.9%, with public cloud spending reaching \$1.3 trillion by 2025 - **IDC**

## 2 Years

### Worth of Transformation

Experienced in just 2 months, as a result of the Covid-19 pandemic leading to greater cloud adoption - **Microsoft**

## 96%

### Of the G250 Companies

Report corporate sustainability efforts, with cloud adoption being used to help drive green IT initiatives - **KPMG**

## 76%

### Of Decision Makers

In 2021 are facing critical skills gaps in their IT departments an increase of 145% since 2016 - **Global Knowledge**

## 94%

### Of All Workloads

In 2021 were processed inside a public cloud data centre, including 75% that resided on SaaS platforms - **Cisco**

## 24%

### Cost Oversights

Respondents that tried to project cloud expenditure, made oversights on resource allocation by 24% - **Flexera**



# Cloud is Easy Right?

While cloud computing has been revolutionising the way we do business for many years, realising those benefits isn't necessarily as easy as vendors and industry commentators make out. For all the potential that adopting a cloud-centric IT approach can bring, harnessing that power and using it effectively can be challenging for many organisations. Since many "as a service" platforms deliver a step-change in capability and complexity over more traditional methods of IT service delivery, public cloud solutions such as Azure and AWS can actually end up being difficult to manage and retain control over.

Given the broad range of products and services available for immediate consumption, IT teams are expected to shoulder the burden of supporting their entire business, from development teams, business analysts, product managers and third party system integrators, to non-technical stakeholders, all of whom often each have a slightly different set of requirements.

Couple this with the nuances brought about as a result of continuous cloud development, which can impact day-to-day operations across compute, networking and security, to analytics and data management, the scale of what CIOs and their IT managers are facing can appear daunting.

Cloud complexity is often cited as the one of the main reasons why enterprises experience failure with the cloud. Despite the willingness to invest and in many cases the strategy to support it, long-term ROI is often poor, negating the stated benefits. Even the most mature organisations - those who have extensive experience in public clouds like Azure - can struggle. Having to continually manage resource constraints, compliance obligations, cost containment and the continued threat of segmented utilisation, alongside the administrative overheads associated with delivering an increasingly divergent set of cloud services, can result in a loss of faith in cloud as a concept.



## Top 10 - Public Cloud Challenges

01

Customers struggle with advanced cloud support, often utilising ineffective partners that have merely adapted on-premise management techniques.

02

Clients often get into the cloud and immediately begin fire fighting spiralling costs, as resources are either over-provisioned or orphaned off.

03

Given the dynamic characteristics of the cloud, maintaining documentation can be difficult, becoming a time-sink for administrators.

04

Teams are used to patching and guarding against security vulnerabilities on-premise. Applying the same principles in the cloud can be challenging.

05

Despite the nature of the cloud, on-boarding and provisioning new workloads still require the right blend of skills and can be labour intensive

06

Being evergreen, organisations can quickly get out of step, as new features, tools and applications are released, putting pressure on operational teams.

07

Due to the potential for rapid deployment and scaling out of cloud services, cost containment and resource overheads become a real threat.

08

Being publicly accessible, security and compliance teams need to adopt a different set of principles when dealing with public clouds like Azure

09

95% of companies are migrating applications to the cloud. 50% find it more difficult than expected. Projects are over budget, with missed deadlines.

10

Cloud resources are expensive to recruit, train and maintain, especially if you are responsible for providing 24x7 support in-house.

# What is Ultima Managed Cloud?

To combat the challenges associated with traditional public cloud models, we developed Ultima Managed Cloud. By bundling Azure CSP, 24x7 operational and technical enablement services into a monthly per-service subscription, teams can refocus on delivering innovation and better business outcomes, without worrying about the underlying cloud platform.

Using a combination of third party tools, together with our automation framework, we are able to extend the "out-of-the-box" Azure experience. By automating workload provisioning, low-level configuration, reporting, health checks, monitoring, security, optimisation and maintenance tasks, we have simplified cloud ownership, dramatically reducing operating costs.



**Intent Based Security** - Automatically reports security incidents and protects public endpoints based on built-in DDOS, native in Azure



**Augmented Optimisation** - Continuous capacity, performance and best practice, enabling autonomous cost management and stability



**Expert Access** - Dedicated SDM with unlimited access to our Service Desk for reactive support and architectural-level questions



**Workload Migration** - Automated discovery, analysis and assessment of workloads with a confidence score on performance & configuration



**On-boarding** - Services are created, patched, backed-up, monitored, optimised & documented automatically, using our platform policies



**Documented** - Automated architectural designs delivered quarterly to articulate the current platform, with change and deletion tracking



**Enhanced Maintenance** - Automated patching of the Azure platform, inc Windows and Linux VMs, increase consistency and reduce threat footprint



**Service-Driven Provisioning** - Auto-deployment of new and updated services, alongside workflow authorisation to aid in cost management & control



**Threat Prevention** - Automated AV updated and deployed, with threat prevention for PaaS and "multi-vendor" perimeter based next-gen security



**Real-Time Dashboards** - Providing insights into everything from security posture, patch compliance, infrastructure and backup health

Customer Provider

cloud provider offers considerable advantages for security and compliance, they merely provide the initial building blocks and do not absolve customers from monitoring and managing their users, applications, workloads and service offerings.

In selecting Azure as your cloud platform, considerations must be made over how you will support the grey areas outlined below. For organisations who are unable to commit to such an outlay, Ultima Managed Cloud removes much of the load that would otherwise sit across IaaS, PaaS and SaaS, incorporating them into a simple monthly subscription.



## Ultima Managed Cloud

IAAS	PAAS	SAAS		IAAS	PAAS	SAAS
			Data			
			Application			
			Security			
			Capacity			
			24x7 Management			
			24x7 Monitoring			
			Documentation			
			Patching & Maintenance			
			Anti-Virus			
			Operating System			
			Physical Infrastructure			

# Service Plan

Based around a core management and monitoring pack, with additional management packs - each providing an increased level of ownership and accountability and backed by dedicated 24x7 support from a leading Microsoft Azure Gold Partner and Cloud Solution Provider - Ultima Managed Cloud provides insights into your Azure consumption, subscriptions,

governance, billing and workloads via our intuitive portal. Designed to simplify cloud ownership and dramatically reduce operational costs, we automate everything from workload provisioning, low-level configuration, threat prevention and Azure monitoring and reporting, to key maintenance tasks such as health checks, service optimisation, patching and backups.

Description	Scope
Migration / Setup on Platform and Ultima Managed Cloud	T&M
Create Azure Tenant, New Environment or Migration from On-premises / Other Cloud	T&M
Environment Discovery and Health Check / Report	✓
Critical Security Configuration Remediation	Max 2 Hours
Cloud Discovery Configuration and CMDB Creation	✓
Billing and Subscription Support	9-5:30, M-F
Unlimited Subscription Additions and Removals	✓
Portal - Azure Service Catalogue	Self Service
Report - Cloud Consumption	Monthly
24x7 Multi-channel Ticketing Portal	✓
24x7 Incident Management - See Supported Products Set	✓
Guaranteed Response and Resolution SLA	✓
Problem Analysis, Investigation and Remediation	✓
CMDB Management	✓
Report - Root Cause Analysis reports for P1 issues - Within 5 Business Days of Resolution	✓
Change Analysis and Implementation	✓
Vendor Escalation (Microsoft)	✓
Report - Capacity Planning and Optimisation	✓
24x7 Integrated Azure Platform Monitoring	✓
Operating System Monitoring (Windows / Linux)	✓

# Service Plan

Operating System Patching (Windows / Linux)	✓
Service Delivery Management	✓
Access to an Ultima Cloud Service Architect	✓
Windows AV Real-time Protection	✓
IaaS Backup - Customised	✓
Platform Documentation Update - Quarterly	✓
Dashboard - Monitoring Health	✓
Dashboard - General Azure Infrastructure	✓
Dashboard - Backup	✓
Customisation - Dashboard and Monitoring	✓
Dashboard - Cloud Security Overview	✓
Dashboard - Patch and AV Compliance	✓

## Service Level Agreement

Service measurements are based on the percentage availability of each managed component, per calendar month. A summary of what is included is detailed in the service schedule created during transition.

- SLAs are linked to the priority and urgency of individual systems, and will be integrated into ServiceNow
- Where SLAs are missed, service credits are provided, based on the target measurements of the managed service
- Agreed changes and customer or party caused outages are excluded from this calculation as they are outside of our control

Measurement	Response Target	Resolution Target	Metrics (KPI)
P1	15 Minutes	4 Hours	95% achieved ticket resolution per month
P2	4 Hours	8 Hours	95% achieved ticket resolution per month
P3	1 Day	2 Days	95% achieved ticket resolution per month
P4	2 Days	4 Days	95% achieved ticket resolution per month



## Add Ons

While Ultima Managed Cloud provides access to a broad set of activities and deliverables across each of its packs, there are certain tasks which we consider as being add-ons, over and above the standard service. While we can ultimately include these as part of your service, they are costed on a time and materials or per-project basis. Should you wish to discuss any of the options below, please contact your Ultima sales representative for more information.

### Strategy and Design Services

Well versed in common open and vendor-specific frameworks, as well as cloud and security standards, our architects have a rich pedigree in developing modern IT strategies and complex designs, alongside the 6 R's of cloud rationalisation - rehost, refactor, rearchitect, rebuild, retire and replace.

### Digital Transformation

Ultima's accredited in-house technical consultancy teams are able to provide the experience and processes necessary to deliver an extensive range of on-trend cloud solutions and services, modernising, automating and ultimately transforming your organisation's IT infrastructure and business processes.

### Bespoke Reporting and Dashboards

While we provide comprehensive reporting as part of our core Managed Cloud pack, there are occasions when you may wish to build bespoke reports of your own, linked to specific systems or views. Our Azure specialists can provide this under a separate charge, based on the complexity of your requirement.

### On-Site Technical Support

Ultima Managed Cloud service is a 24x7 remote operation, delivered out of our global Technical Service Centres. Should an on-site presence be required in order to conduct specific activities, then we can provide access to certified engineering and consultancy support on a time and materials basis.

### Hybrid Management

For customers looking to provide additional support around their residual private-cloud infrastructure, applications and workloads, our IRIS - Mission Critical Support service provides remote 24x7 monitoring and management, backed by three levels of service; Essentials, Advanced and Ultimate.

### Application Support

Furthermore, as part of our IRIS - Mission Critical Support service, we can provide 24x7 support for applications and workloads residing within Microsoft Azure (e.g. Citrix XenApp, and SQL), delivered from our UK-based ISO 27001 certified Technical Service Centre.

### Migration Services

Ultima have considerable experience in supporting customers with their cloud adoption requirements. Depending on the technology under consideration, we use a combination of in-house automation scripts and commercial tools, reducing the dependency on traditional, more manual migration methods.

### Application Modernisation

IT departments can struggle under the weight of technical debt and the on-going support of legacy environments, based on siloed or propitiatory applications, exacerbating the challenge of delivering new services. We are able to provide access to a range of application development services, linked to Azure.



# Resolving Common Challenges



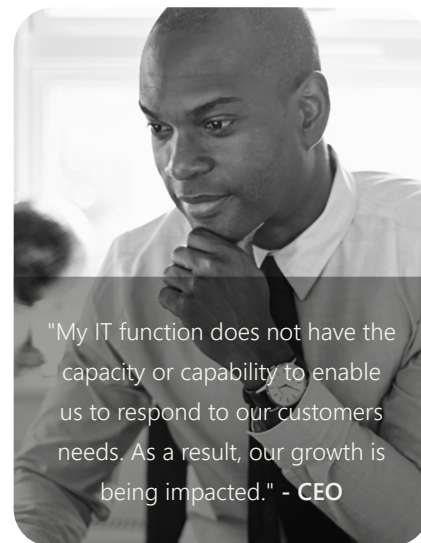
"A rise in shadow IT and a lack of governance, combined with poor utilisation and incorrect licensing means our cloud costs are unconstrained." - **CFO**

Ultima Managed Cloud for Microsoft Azure continually analyses expenditure and optimises licensing and usage. Furthermore, self-driven provisioning provides governance around the deployment of new cloud services.



"We lack the skills to execute our cloud strategy. Recruitment costs, access to certified staff and spiralling salaries are a significant barrier to entry." - **CIO**

Using automation and orchestration tools, we dramatically reduce the need for human intervention around common BAU activities. Furthermore, access to Azure architect and consultancy support is built into Ultima Managed Cloud

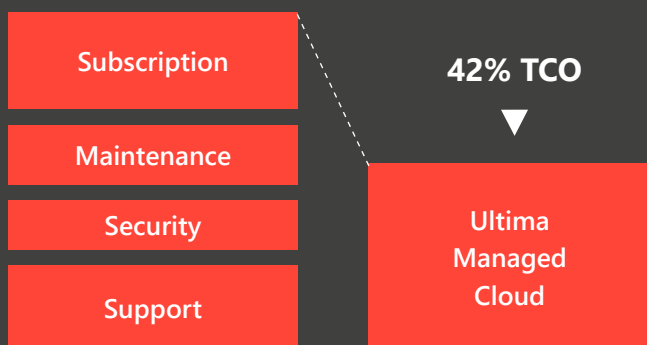


"My IT function does not have the capacity or capability to enable us to respond to our customers needs. As a result, our growth is being impacted." - **CEO**

Ultima offer an end-to-end cloud outsource service for Azure, combining fulfilment, 24x7 operations and technical enablement activities, on a consumption-based model, backed by our global Technical Service Centre.

## Stimulating Innovation

The long term savings and innovation opportunities that public clouds were meant to deliver never materialised. Despite all of the hype, pain points still exist around security, support and maintenance. What if you could release a significant proportion of your cloud budget, to spend on innovation?



If you consider the proportion of expenditure that is typically associated with public clouds, in the form of subscriptions, maintenance, security and on-going support across a diverse set of cloud services, being able to deliver a double-digit TCO reduction can go a long way to expediting your IT strategy and achieving the desired levels of business transformation.

According to a London School of Economics study, nearly half (44%) of IT professionals spend more time managing their organisations cloud services than they initially expected, reducing the time they have to innovate. By offloading the majority of operational support tasks to a Microsoft Gold Azure partner like Ultima, existing teams can divert their energies into delivering value back to the business in the form of new projects / products, alongside the continued elimination of technical debt and workload de-duplication.

# Simplifying Operations

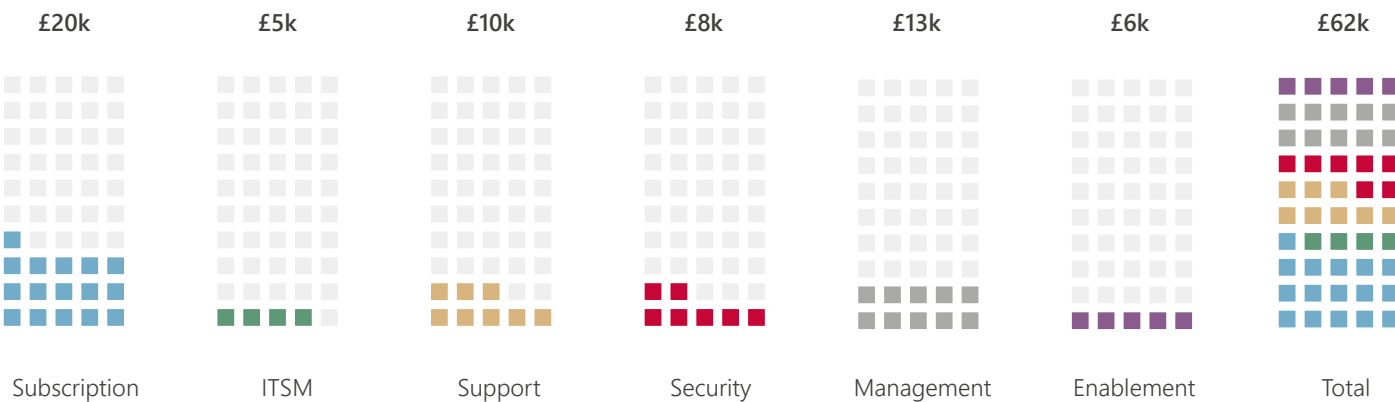
When IT leaders and their technology boards meet to develop their cloud strategy, they have to consider variables including adoption approach, architectural principles, resourcing, skills alignment, support and financial implications. In addition to pursuing an infrastructure modernisation agenda, drivers such as improved agility / time to market, revenue acceleration, customer satisfaction and greater control over compliance risks come to the fore, affecting the shape of their investments.

While total cost of ownership is just one of many considerations facing CxOs, when you extrapolate cloud support costs over a three to five year term, it can result in strategic objectives needing to be scaled back. Such fiscal conservatism can suppress innovation, curbing an organisations ability to maintain the initiative. Ultima Managed Cloud resolves this by simplifying cloud operations, bundling resources, management, licensing and support into an affordable monthly subscription.

## Create an Innovation Budget

Customers typically divide their cloud expenditure across the following categories, with many electing to engage a partner for support in one or more areas. In this example, we have assumed that our customer has a proportional TCO of £62k per calendar month, based on a cloud commit of £20k.

While their monthly expenditure will tend to fluctuate, based on their levels of cloud consumption, they still have to provide all of the underlying support costs, including but not limited to resourcing (e.g. consultancy and 24x7 engineering cover), and implementation of the relevant tools and processes.



By adopting our all-inclusive Managed Cloud solution, our example customer is able to consume Azure services more effectively, benefiting from our economies of scale and Microsoft experience, together with our automation platform, reducing the overheads inherently associated with public clouds.

As a result, the client benefits from the traditional investment categories, at a fraction of the cost. Given our scale, experience and investment in tools and

automated processes, we can pass these savings on. In our example, the customer sees a 42% reduction in TCO, to just £36k.

While all customers are different, based on their levels of adoption, complexity, size and level of demand, Ultima Managed Cloud is able to provide a significant reduction in TCO, the difference of which can be syphoned off into a separate innovation budget, and used to fund exciting new transformation projects.



# Why Microsoft Azure?



As an open and flexible cloud computing platform, Azure delivers a range of products from AI, Analytics and Machine Learning to Compute, Networking, Security and Storage. As a hyper-scale platform, it allows you to grow exponentially, while at the same time bringing applications closer to your users, preserving data sovereignty and offering comprehensive compliance and low-latency resiliency options.

From fledgling start-ups and those breaking out into the mainstream, SMBs across every conceivable sector, to 95% of Fortune 500 companies, organisations of all shapes and sizes rely upon Azure to deliver their cloud strategies.

By opting to follow a monthly consumption-based model, rather than invest in expensive infrastructure which is unable to scale on demand, customers can benefit from enterprise-grade IT at a fraction of the cost, wrapped up in an easy to use Cloud Service Provider (CSP) subscription, which provides a gateway to the Azure platform and the services within each region.

In comparison to other licensing models, CSP is designed to be flexible, easy to use and understand. Based on a 12 month agreement, you can consume as much or as little as you need from within the Azure stack, and since you only pay for what you consume, it helps drive down operational expenditure.

## 60+

### Regions Worldwide

Azure supports your tools, languages and your applications, with access to data centres in 140 different countries

## 250+

### Cloud Services

Across the global Azure marketplace in 22 different categories, with more services being added every month





# Benefits Summary

With Ultima Managed Cloud, you can stimulate innovation, kick-start growth and accelerate digital transformation, by wrapping full lifecycle management around Azure. De-risk your cloud strategy by working with recognised Azure experts, backed by the best in 24x7 CSP support.

**Craig Wordsworth - Head of Cloud Presales - Ultima**



## Costed as a % of Monthly Consumption

Ultima Managed Cloud is based on your current Azure consumption, with access to a comprehensive Core pack



## Patching and Compliance Support - Built In

From OS and AV updates to application hot fixes, our enterprise toolset reduces your threat footprint and helps you remain compliant



## Azure Lifecycle Management

Access to advisory and design services, workload migration and re-architecture, 24x7 support and continual service improvement



## Integrated Automation

Workload provisioning, low-level configuration, reporting, health checks, monitoring, security, optimisation and daily maintenance tasks



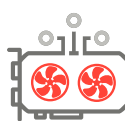
## Access to Real-time Analytics

Our interactive dashboard provides insight into your cloud consumption, subscriptions, governance, billing and workloads



## Fully Documented for Peace of Mind

Keep track of your cloud foot-print, with technical overviews, diagrams, compliance rules, billing and resource groupings



## Dynamic Consumption / Right-Sizing

Eliminate excess resources through right-sizing, reducing consumption cost, allowing for the performance and capacity you need



## Fully Managed

Managed Cloud includes a dedicated Service Delivery Manager for proactive CSI activities and access to a Cloud Service Architect



# Frequently Asked Questions

**Q. We maintain test, development and production environments. Can you support each of our environments under a single contract?**

A. Yes.

**Q. Can I upgrade or downgrade between service packs?**

A. Ultima Managed Cloud is based around a Core pack, with optional bolt-on packs. Should you no longer require a particular pack or wish to add a new one, you should let your Service Delivery or Cloud Success Manager know, so we can amend your contract accordingly and confirm any cost changes that may be applicable.

**Q. What is the standard contract term?**

A. Ultima Managed Cloud is based on the CSP framework, with contracts setup and renewed annually. In terms of Azure pricing, customers can opt for a 12 month fixed cost for online services OR via a Azure Reserved Instance, 1 or 3 years upfront payment, for specific resources.

**Q. How do I go about adding or removing Azure-related services and workloads from our contract?**

A. This is as simple as raising a Service Request to our Ultima team through the portal, so that we can action this for you. Depending on the changes being made, many of these will be made automatically by our system, with an update to your Managed Cloud bill being produced in arrears at the end of the current month.

**Q. How is Ultima Managed Cloud for Azure billed?**

A. At the end of the monthly billing cycle, Ultima will send you an invoice for your current Azure usage, alongside the costs accrued as part of your Managed Cloud subscription. You will pay this within 30 days of receipt.

**Q. How are the costs of your service affected by day-to-day changes within our organisation?**

A. Just like Azure, our costs scale on a per-service basis. The more you consume, the more you are entitled to pay for corresponding support. Our costs to you are published on your Ultima Managed Cloud portal, so you can see how changes to your environment affect overall TCO.

**Q. We have a specific Azure technology which is not on your supported list. Can you still help us?**

A. We update our product matrix quarterly to reflect support for new and updated Azure services. Requests for services not listed will be reviewed on a case-by-case basis and may be subject to alternative SLAs and levels of support, based on how they are provisioned.

**Q. How long does the on-boarding process take?**

A. This depends on how many resources you have already set up in Azure. Using our proprietary tool, we aim to complete resource on-boarding within 48 hours, excluding discovery and setting up supporting services

**Q. What responsibility model do you offer?**

A. We offer a single (we manage) or shared responsibility (Ultima and customer manage) model. All tickets and changes are logged regardless through our ITSM tool.

**Q. How much control will we have over our Azure environment as a Managed Cloud customer?**

A. Clients get access to a suite of dashboards showing you the state of your Azure environment with ever increasing granularity, and a self-service portal to raise changes and deploy resources from our service catalogue. You will still have full control within Azure to deploy whatever services you want Ultima to support, or you can request that we perform this work for you at an additional cost.

**Q. What Azure regions do you support?**

A. As of March 2022, Ultima Managed Cloud supports all publicly accessible Azure regions, except for physically isolated National cloud instances, held in sovereign regions (e.g. Azure Government, Germany and China). It should be noted that you may be required to have a billing address in your desired region in order for Ultima to support you.

**Q. What access will you need over our Azure tenant?**

A. As your service provider, we will require Owner permissions in order to provide Ultima Managed Cloud support, alongside reader permissions for some of our proprietary tools. Our automation and named support accounts are fully auditable.

# About Ultima

Formed in 1990, Ultima has developed into one of the UK's leading intelligent infrastructure, cloud and automation companies, focused on the provision of tailored IT solutions and services, including the design, delivery and support of industry-leading technologies, backed by the very best in 24x7 support from our purpose-built UK Technical Service Centre.

No matter where you are on your IT journey, we can make technology a positive asset, aligned with the goals of your organisation. Whether that be mitigating the risks associated with changes in regulatory compliance, optimising infrastructure to improve efficiency, modernising legacy systems in order to take advantages of the cloud, or automating complex processes, we can help deliver better business outcomes at a commercial, strategic, operational and technical level.

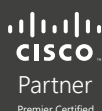
As an end-to-end provider of IT services, we take a holistic approach to delivery, providing multiple entry points to clients who are looking to who are looking to manage their IT more effectively provide more effective technical solutions to their users, customers and partners. Solutions are delivered by Ultima's extensive team of highly skilled technical Solutions Architects, Consultants, Engineers and Project Managers.

We maintain long-standing relationships with a wide range of strategic and disruptive vendors, which alongside our internal pre and post-sales specialists, allow us to provide a wide range of services including;

- Hardware and Software Lifecycle Services
- Technology Steering and Strategic Development
- Business and IT Alignment
- Enterprise Change and Business Risk Management
- Technology Transformation and Automation Services
- IT Integrations - Mergers and Acquisitions
- Optimisation - Standardise, Rationalise and Consolidate
- 24x7 Managed Services

In 2021, Ultima acquired automation and cloud services provider- Just After Midnight, bolstering our skills in Microsoft Azure by adding capabilities around AWS, GCP, Alibaba Cloud and Full Stack, alongside Sitecore, Kentico, Drupal, Umbraco, and AEM. For a full announcement, visit [here](#).

Ultima are proud to have been recognised by industry and channel partners for our expertise in a range of solution and service areas. For more information, visit [here](#).



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