

# LED Leisure Management

CASE STUDY



# The Background

LED Leisure Management is a not-for-profit organisation that delivers leisure, health and wellbeing and cultural activities throughout East Devon and South Somerset.

LED Leisure is split between two sub-organisations:

- LED Community Leisure, which runs 12 community leisure centres
- LED Enterprises, which is responsible for their multi-entertainment complex – ‘Ocean’, as well as Exmouth Pavilion Theatre and a concession at Exeter airport.

LED’s vision is to be the community leisure provider of choice by offering enjoyable, active, healthy and enriching opportunities across their leisure centres and entertainment venues. A proactive company, LED are always on the lookout for opportunities to improve their service, which played a part in their journey to working with Elite to improve their technology solutions.

LED approached Elite to help them to move their business to the cloud and future-proof their connectivity to provide the best experience for their customers.





# The Challenge

LED's existing setup consisted of old leased lines and an MPLS network that was terminated at a physical firewall within a datacentre. Like many businesses and organisations, LED were embarking on their digital transformation journey, moving away from paper forms to streamlined online systems and processes.

Their connectivity solutions had to handle this increased reliance on their internet connection, whilst maintaining suitable capacity for visitors to connect their devices to their wi-fi. With their existing system relying on multiple solutions, LED were looking to consolidate their solutions into one platform by moving to the cloud. Their legacy system was causing issues, through causing their connectivity to become unreliable. Upon inspection, it was discovered that it was the quality of the service they were receiving, rather than the quality of the line in which the service relied upon.

“ Technology is key to the organisation. We've had to become a lot more digital – all of our paper forms that we used to fill in on-site transformed into using digital forms. There's a great expectation in centres for people to be able to connect their own pieces of technology. So, we had to provide all of this connectivity in-centre and at our venues. ”

**MATTHEW BROWN** | IT MANAGER  
LED LEISURE MANAGEMENT



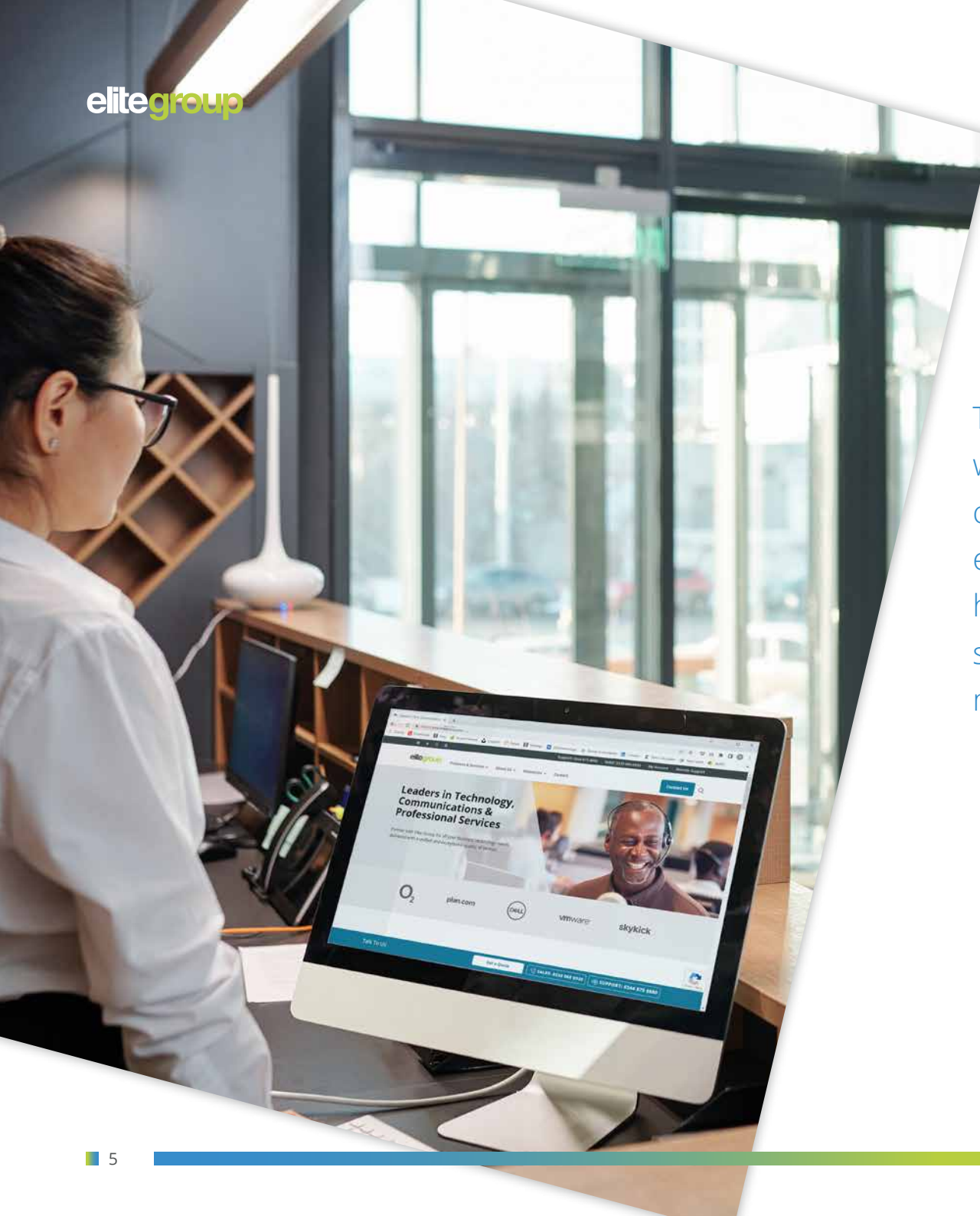
# The Solution

---

We supplied SoGEA (Single Order Generic Ethernet Access) connections and introduced Microsoft Azure, which replaced the legacy leased lines solution to enable LED to run cost-effective connectivity throughout their sites through Azure via site-to-site VPN. We helped LED to save money on licencing by providing advice on the right licences for a not-for-profit organisation, as well as how many they would need and the best licences for their requirements. We simplified the billing process, by consolidating the licences used by LED onto one, easy-to-understand invoice.

# The Results

The first main benefit this solution provided was an uplift in internet speed and reliable connectivity across LED's centres and entertainment venues. LED's IT team no longer had to deal with queries and complaints of slow or dropped connections from other team members and customers.

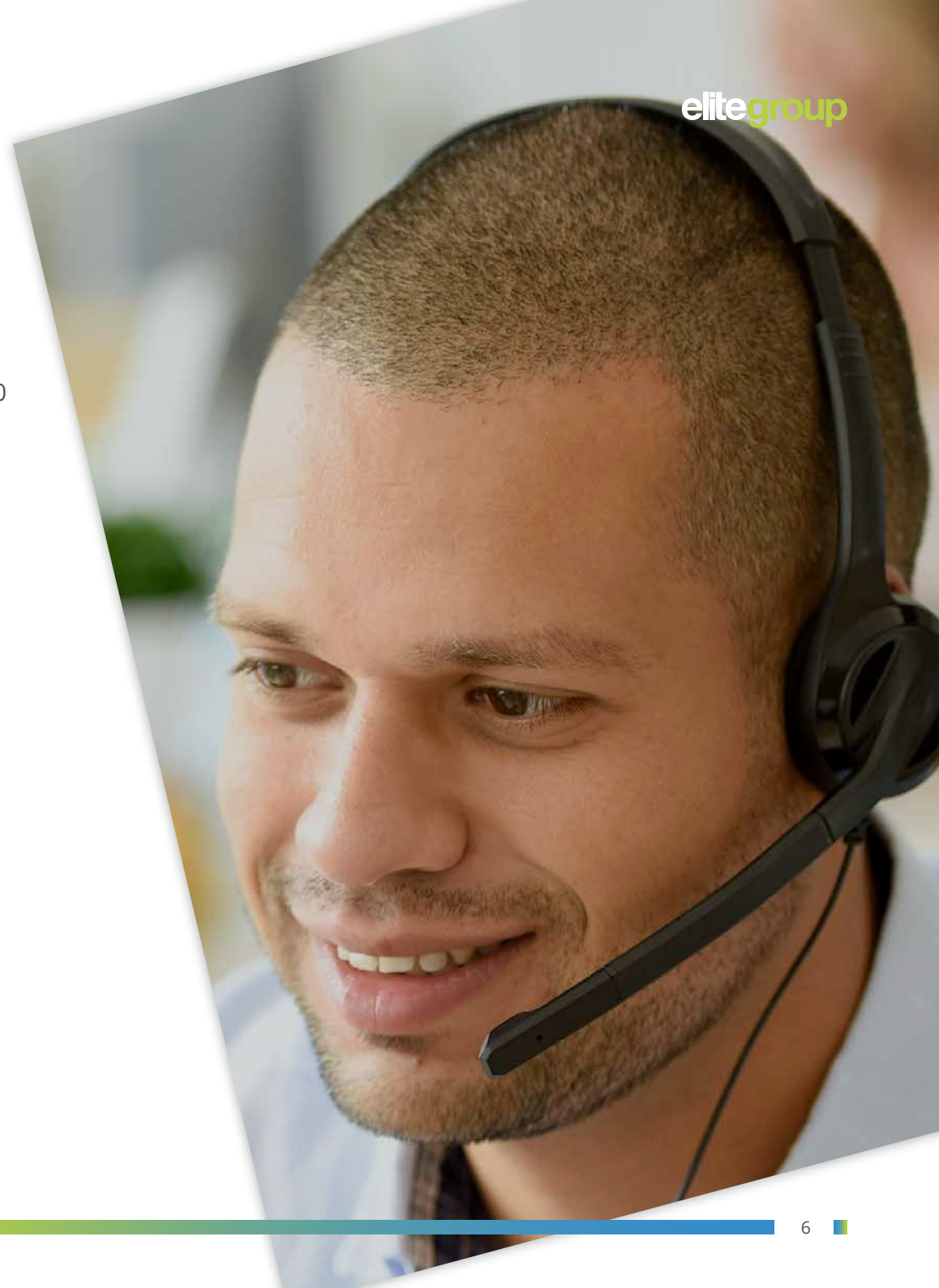


Secondly, moving to the cloud and managing their connectivity solutions from Azure meant that some servers that LED had been using in the past were no longer necessary. These servers were then decommissioned, saving the organisation a substantial amount of money. The move to the cloud also provides better flexibility with LED's setup, allowing them to create pop-up sites that connect to their cloud infrastructure, wherever they need them without any of the stress created by managing a physical, onsite network, such as cooling and security.

Overall, the combination of a more efficient connectivity solution and moving their processes and the management of this solution to the cloud via Microsoft Azure has saved LED Leisure around £100,000 a year. This is due to the reduction of hardware, moving technology from on-premise to the cloud and the decommissioning of unnecessary legacy solutions, as a result of the solutions we provided.

“ Elite have come through every time for me, in terms of quality of product, price of product and the delivery of that product. ”

**MATTHEW BROWN** | IT MANAGER  
LED LEISURE MANAGEMENT





**elitegroup**

TECHNOLOGY | COMMUNICATIONS | SERVICES

---

**Tel:** 0344 875 8880

**Web:** [elitegroup.com/contact](https://www.elitegroup.com/contact)

**Head Office**

Matrix Industrial Park | Eaton Ave  
Buckshaw Village | Chorley | PR7 7NA

©Copyright 2021 Elitetele.com. PLC, trading as Elite Group. Registered in England. Company No. 03228824. VAT No. 173 1831 16. All rights reserved.

---