

Redefining the relationship between business and IT

## spinlock



### The Customer

Spinlock Ltd is an award-winning company designing and manufacturing sail control devices and personal safety equipment for leisure and commercial marine users. Based in Cowes, the “Home of Yachting”, Spinlock has over 30 years of experience maintaining its position as a market leader, supplying everything from dinghies up to the world’s largest superyachts.

A truly global operation, Spinlock has offices in Newport, Rhode Island, USA, and 87 per cent of the business is made up of exports, with major markets in the USA, France, Germany and Scandinavia.

Spinlock supplies products to the world’s most renowned racing events, including Volvo Ocean Racing and America’s Cup, and among its clients is Ben Ainslie Racing Team.

Aura started working with Spinlock in January 2018 and has signed a 3-year agreement to provide full managed IT services and support.



## The Challenge

As an industry-leading innovator, Spinlock has always looked to use its IT systems not only to improve efficiency, but also grow as a business. Because of the global nature of Spinlock’s business, system reliability is crucial—IT downtime is expensive and potentially damaging to the firm’s reputation for excellence. The company required an organisation that would improve their existing IT infrastructure and minimise the chances of it ever letting them down. Furthermore, Spinlock was looking for a strategic managed IT services provider that would go above and beyond the foundational requirements and offer solutions that open up new avenues to expand the company. The company required high-quality IT systems that could be managed remotely and keep the business moving forward as a global leader.

## The Aura Solution

Aura’s support model began with a powerful onboarding project, conducting a full strategic review of Spinlock’s IT systems and identifying key areas that required improvement. This involved ongoing, proactive partnership with Spinlock to assess its current and future needs and align solutions that perfectly matched the business plan.

As part of Aura’s TruProActive solution, Spinlock was allocated a dedicated proactive IT engineer, responsible for making sure that its IT systems were healthy, fit for purpose and reliable. Aura’s team ensured ongoing improvements to the system that minimised the requirement to speak to Aura’s reactive team.

Spinlock was also allocated a Virtual IT Director to fully examine the company’s IT needs from an overall business perspective, as well as an Aura Account Manager with whom to liaise on day-to-day requirements and chair monthly meetings.

Aura’s highly-skilled service desk and round-the-clock engineering support teams gave Spinlock peace of mind should any reactive issues occur and require remote or on-site response.

## The Result

Aura's proactive teams were quickly able to implement some short and long-term changes that increased the performance of Spinlock's IT systems, removing bottlenecks to improve speeds and significantly reducing downtime.

Aura identified the need for more resilient and secure back-up systems and successfully implemented a decommissioning process on elements that were not fit for purpose.

Thanks to a highly strategic and collaborative relationship with Aura, Spinlock is now equipped with a resilient IT system that is easier to maintain and monitor and completely scalable as the company grows.

## Testimonial

Chris Hill, Chief Executive of Spinlock Ltd, said: "Compared with what we've had in place before Aura is much more aligned to our way of thinking. The focus is on constant improvement—ensuring the IT system is stable and ready for growth.

"Working with Aura has made a big difference to the business and their positive, proactive approach to managed services really is a breath of fresh air. Aura's specialists are encouraging and challenging us to make sure we review and assess what our needs are going forward.

"We are more efficient as a business and have to think less about the potential for delays and incident resolution. Enabling us to focus on what we can change next that will help our business grow even further.

"Working with Aura has completely shifted the way we think about IT infrastructure."

▼ **Chris Hill**  
Chief Executive, Spinlock Ltd



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