

Vertu Motors plc Accelerates IT Operations with LogicMonitor Envision

Ensuring a Seamless Customer Journey



INDUSTRY

Retail

PRODUCTS

LM Envision

SOLUTIONS

- + Digital Transformation
- + Cloud Migration
- + Reduce MTTR
- + Cost Optimization
- + Operational Efficiency
- + Modernization

CHALLENGES + RESULTS

- + Limited hybrid visibility → End-to-end observability
- + Slow troubleshooting → Rapid issue resolution (minutes)
- + Reactive cloud diagnosis → Proactive performance detection
- + Poor correlation → Improved operational efficiency
- + Cost and performance blind spots → Strategic cost optimization
- + System disruptions → Reduced outages, seamless customer experience

KEY OUTCOMES



Complete visibility into hybrid (cloud and on-premises) environments.



Optimized IT costs by aligning resources and performance.



Reduced troubleshooting time (MTTR) from hours to minutes.



Improved operational efficiency through fewer outages and faster issue resolution.



Proactive detection of performance issues before users are affected.



Enhanced customer experience, ensuring seamless online-to-showroom journeys.

As the UK's fourth-largest automotive retailer, Vertu Motors plc places customer experience at the center of its 198 dealerships.

Representing world-leading brands like BMW, Ford, Toyota, and Mercedes-Benz, they aim to provide a seamless journey from online browsing to in-showroom visits. However, meeting the expectations of today's tech-savvy car buyers requires more than just a wide selection of exceptional vehicles. It demands a robust, adaptable technology ecosystem that enhances both operations and customer satisfaction.

The Vertu group recognises that a seamless online-to-showroom experience is crucial in today's digital age. They've invested in a robust IT ecosystem that supports every aspect of their business—from virtual showrooms that allow customers to explore vehicles from home, sophisticated inventory management systems that ensure vehicles are priced fairly and competitively, a painless sales process, and a wide range of after-sales services. Technology is the backbone of this high-end customer experience.

THE VISIBILITY GAP: HOW VERTU MOTORS PLC'S GROWTH OUTPACED ITS LEGACY MONITORING TOOLS

The Group has seen impressive growth within the last few years, with a commitment to outstanding customer satisfaction remaining a huge priority for Vertu Motors plc. LogicMonitor was enlisted to help Vertu tackle identified challenges in its IT ecosystem as the business scaled, allowing them to continue to deliver a seamless customer experience.

The technology stack required to support the automotive retail landscape has become increasingly complex. Previously, the Group's shift to cloud infrastructure posed challenges in managing the expanding hybrid IT environment, which combined both on-premises systems and AWS cloud-based services. Alternative monitoring tools lack the visibility required to proactively address issues across this fragmented environment.

COMPREHENSIVE OBSERVABILITY: SEEING THE UNSEEN



We were operating with limited insight. Our previous monitoring solution was basic—it could tell us if a system was up or down and had some simple performance thresholds. That was adequate for on-premises services, but as we migrated critical workloads to the cloud over the past 2.5 years, we lost that crucial visibility.”

Jon Barnett, *Head of IT Operations, Vertu Motors*

Understanding its availability was key as the Vertu group built more cloud services with AWS.

Previously, Vertu's IT teams had to rely on monitoring systems that lacked the ability to capture trends or correlate data across platforms. While traditional tools could determine system availability, they could not provide the deeper analytics needed to understand performance patterns or anticipate system constraints. This limited their ability to ensure consistency across critical applications such as Vertu Central (HR and reporting portal), Showroom (sales order platform), and Insight (real-time pricing engine).

Without a unified view, troubleshooting became resource-intensive and time-consuming, often requiring involvement from multiple teams across IT and software engineering.

System slowdowns—though not always immediately disruptive—could affect customer-facing services and employee productivity, especially during peak times, which could impact the sales process and ultimately the customer experience.

PERFORMANCE IN THE DARK

Vertu Motors' transition to AWS cloud services marked a significant shift in their IT ecosystem, intertwining their customer experience journey with cloud technology. Over time, the move to AWS exposed new challenges and highlighted the need for enhanced visibility and control. “It's incredibly difficult when a database server is up, but it's just not performing well,” Jon explained, “It's like searching for a needle in a haystack.” The need to diagnose performance issues in the cloud, but without the right technology, was draining resources while also causing employee frustration.

What's more, troubleshooting often diverted not just the Vertu Motors' IT Operations team, but also their software engineering team, called in to assist in refactoring code in hopes of improving performance. Whilst this approach has been effective, a reactive approach does not address the lack of visibility and prevents strategic decisions to optimize their AWS environment, unable to anticipate future needs, optimize their cloud spending, or ensure a smooth customer experience across their critical business applications. They were dedicating valuable developer time to patching performance issues instead of building new features and improving these essential sales and operations platforms that their dealership colleagues rely on to serve customers effectively.

Any system performance issues manifested in different ways across Vertu's business. Sometimes, it was a poor application response. Without proper observability, they couldn't correlate system spikes with scheduled tasks or understand performance patterns, making it difficult to pinpoint the source of the problem.

THE LIMITATIONS OF TRADITIONAL MONITORING

Their previous monitoring solution was limited to basic ‘is it up, is it down’ monitoring for network equipment and servers. As Tom explained, “There were problems we simply wouldn’t have seen through our previous monitoring system unless somebody had physically noticed it.” The limitation highlighted the critical distinction between traditional monitoring and true observability. While their old tools could track basic metrics, they couldn’t provide visibility into their cloud-native services, microservices, or the complex interactions within their AWS environment. The visibility gap became particularly challenging as they moved their business-critical workloads to the cloud.

The consequences of these limitations were severe:

- + **Increased downtime:** Every minute spent searching for the cause of an issue extended service disruption
- + **Resource drain:** IT resources across multiple disciplines were allocated to lengthy, sometimes fruitless investigations
- + **Missed connections:** Without the ability to correlate logs and events precisely, subtle interactions between systems that might have triggered the outage went unnoticed
- + **Hidden issues persisted:** The lack of a comprehensive view meant that underlying problems often remained undiagnosed, setting the stage for future service disruption

The IT team needed a way to quickly obtain a snapshot of the system’s state when an outage occurred. They needed an integrated platform to narrow their focus to the relevant timeframe and data, allowing them to diagnose problems in minutes rather than hours. Without this capability, they remained trapped in a cycle of reactive firefighting, unable to improve the stability and performance of their critical systems.

Vertu sought a solution that would allow them to shift from reactive to proactive business, minimize disruptions to the customer and employee experience, and ultimately support their commitment to exceptional service in the competitive automotive retail landscape.

Immediate Insights and Rapid Time-to-Value

The implementation of LogicMonitor Envision marked a turning point for Vertu’s IT operations. Within hours, they gained end-to-end visibility of their entire customer journey—from the moment a salesperson processes a new or used vehicle purchase, through their network connections, all the way to their platform in AWS. This comprehensive view was crucial because, as Jon explained, they are “absolutely wholly reliant on that platform that sits in AWS.”

With monitoring across almost 200 dealerships and all the technology components that connect their showroom floor to their cloud systems, they could ensure their sales colleagues had reliable access to the sales order management and financing systems they need to complete vehicle purchases.

PINPOINTING AND RESOLVING HIDDEN ISSUES

One of the most significant benefits was the ability to uncover and address issues that were undetected in their systems. This proactive issue detection extended to critical systems. “LM Envision’s ability to capture timestamps and provide snapshots of server logs is invaluable. Instead of trawling through thousands of lines of log information, we had a focused view of the relevant data. In one instance, a service went offline, and LogicMonitor told us what the issue was in 10 minutes. We resolved the issue in 90 minutes, and previously that would have taken double the time to pinpoint and resolve,” Tom said.

OPTIMISING PERFORMANCE AND RESOURCE ALLOCATION

“The detailed insights provided by LM Envision have enabled us to make informed decisions to help manage costs, particularly regarding disk performance and IOPs on critical platforms. —something we previously lacked the visibility to do. I was able to monitor usage trends over several months and ultimately recommend no further changes. We’re now operating in that ideal performance zone, with just the right amount of headroom.”

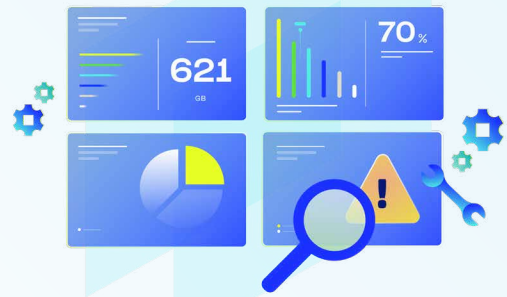
Jon Barnett, *Head of IT Operations, Vertu Motors*

MITIGATING DOWNTIME AND IMPROVING EFFICIENCY

The impact on system stability and efficiency was substantial. “Where we had issues before, with slowdowns and systems, and maybe unintentional downtime we could avoid, we now mitigate that with LM Envision,” Tom shared. This proactive approach to system management has significantly reduced unplanned outages and improved system performance.

LM Envision provided Vertu with a comprehensive view of its entire IT ecosystem through a dashboard that, as Tom demonstrated, lets them monitor all their infrastructure across their dealership network. This included their network switches, security appliances, wireless access points, printers, servers, both in their own data centers and in AWS, and their network infrastructure.

As Tom shared while showing off their network dashboard, “I can now watch the network engineer put switches in and follow him around the country and make sure he’s doing what he’s doing... this gives us visibility across our entire estate.”



Looking to the Future

With the core implementation complete, Vertu is now looking to expand its use of LogicMonitor. Plans include monitoring their third-party API services and supporting their infrastructure migration to the cloud. They're also planning to enhance their monitoring as they move their unstructured user data to SharePoint and expand their Office 365 environment.

By improving issue resolution time, Vertu ensures a seamless customer journey and maximises vehicle sales across their dealerships. As the UK's largest publicly listed motor retail group with £4.8 billion in annual revenue (FY25 results), these ongoing technology improvements will help extend their growth in the UK automotive market.

LogicMonitor has not just solved Vertu's immediate monitoring challenges—it is fundamentally transforming their approach to observability, providing the insights and tools needed to proactively manage complex, modern IT operations spanning on-premises and cloud.

ABOUT VERTU MOTORS PLC

Vertu Motors plc is the fourth largest automotive retailer in the UK with a network of 198 sales outlets across the UK. Its dealerships operate under the Vertu brand name.

Vertu Motors was established in November 2006 with the strategy to consolidate the UK motor retail sector. It is intended that the Group will continue to acquire motor retail operations to grow a scaled dealership group. The Group's acquisition strategy is supplemented by a focused organic growth strategy to drive operational efficiencies through its national dealership network. The Group currently operates 195 franchised sales outlets and 3 non-franchised sales operations from 153 locations across the UK.

ABOUT LOGICMONITOR

LogicMonitor® offers hybrid observability powered by AI. The company's SaaS-based platform, LM Envision, enables observability across on-prem and multi-cloud environments. LM helps IT and business teams gain operational visibility and predictability across their technologies and applications to focus less on troubleshooting and more on delivering extraordinary employee and customer experiences. For more information, visit www.logicmonitor.com and our blog, or follow us on LinkedIn, X, Facebook, and YouTube.



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