

Case Study

# Internet Data Centre


Empowering Concierge Services: A Unified & Scalable Data Centre with FS PicOS® & AmpCon-DC

Learn how a UK concierge service company created a unified, stable, and automated network with FS PicOS® and AmpCon-DC, enabling centralised management, scalable architecture, and predictable TCO.



## Empowering Concierge Services: A Unified & Scalable Data Centre with FS PicOS® & AmpCon-DC

### Country

 United Kingdom

### Industry

 Concierge Services

### Network Type

 Service Provider Data Centres

### Solutions

 Internet Data Centre



Upon completing the upgrades to our London and New Jersey data centers, we will pivot our focus to the Hong Kong and Amsterdam locations. I will get back to you.



Mike

Senior Network Engineer

## Highlights

- With PicOS® and AmpCon-DC providing a unified control plane and streamlined operations, the customer benefits from a highly stable, centrally managed data centre network.
- By leveraging the flexible architecture of PicOS®, the customer can gradually evolve and upgrade the data centre network, gradually replacing legacy equipment and scaling with new deployments—without rearchitecting the topology—thereby fundamentally reducing migration risks.
- PicOS® License follows a single perpetual licensing model. Once activated, the license remains valid for the entire lifecycle of the device and covers all features, helping customers clearly define CAPEX boundaries and enhance long-term TCO predictability.

## Key Stats

- AmpCon-DC provided a centralised, visualised, and automated management platform, enabling rapid bulk deployment of network devices, unified policy distribution, and more efficient O&M processes.
- Simple Licensing: PicOS® switches use a perpetual license, continuously updated and supported by more than 600 R&D engineers, ensuring seamless availability and consistent performance.
- Phased Validation: From "PicOS-V Simulation" to "1:1 Live Network Topology Replication", ensuring 100% deployment confidence.

## Overview

The customer is a UK-headquartered concierge services provider. To better support its global operations, a comprehensive upgrade of the network infrastructure across its dual data centres in San Francisco and London was initiated. The existing multi-vendor environment had resulted in fragmented management and rising operational costs, creating a clear need to move away from the limitations of siloed architectures.

The core objective of this transformation was to identify a single technology partner capable of delivering a unified solution that enables three key advancements: a one-stop visualised management platform, a streamlined unified licensing system, and efficient technical support through a single point of contact. This approach significantly reduces the operational complexity of its multi-branch architecture while enabling more efficient network delivery and agile operations.

## Challenges

Managing two data centre networks across London and San Francisco had become increasingly challenging in a mixed-vendor environment that included legacy Cisco-based infrastructure. Separate management platforms, disconnected policy controls, and vendor-specific support processes made day-to-day operations harder to standardise, slowed troubleshooting, and increased the hidden cost of network administration.

The customer aimed to simplify this model, but not at the expense of architectural control. Any new solution needed to improve manageability while preserving the flexibility to evolve the network over time, without requiring a full redesign or creating deeper dependence on a single vendor ecosystem.

As Cisco was already part of the customer's environment, the licensing strategy became an important consideration during evaluation. The customer was cautious about subscription-centric approaches that could introduce long-term OPEX pressure, renewal uncertainty, and less predictable TCO.

At the same time, with no prior hands-on experience of FS's platform, the team required practical validation within its own environment before committing to broader deployment.

## Solutions

To help the customer overcome the complexity of its multi-vendor environment, FS delivered a unified solution built on the N5850-48X6C, powered by PicOS® and the AmpCon-DC management platform. The solution enabled rapid bulk deployment, centralised policy rollout, topology-based visualisation, and automated O&M across the data centre switching layer, establishing a closed-loop framework for centralised management. This approach not only streamlined day-to-day operations, but also reduced management complexity and lowered long-term hidden operational costs.

FS built a flexible architecture based on PicOS®, delivering greater scalability than traditional closed and tightly integrated ecosystems. With support for a rich set of protocols and programmable capabilities, PicOS® enabled the customer to evolve its network within the existing design framework, without needing to rearchitect topology logic around a specific vendor model. In addition, the modular architecture supports independent expansion and component upgrades, allowing the network to scale more flexibly over time. This approach gives the customer greater control over its technology roadmap while reducing the long-term risks associated with vendor lock-in, large-scale replacement, and future expansion.

PicOS® License features a transparent and predictable cost structure through a single perpetual licensing model. Once activated, the licence remains valid for the entire lifecycle of the device and provides access to all features. This eliminates the recurring cost burden and the risk of feature restrictions often associated with traditional annual renewals, while simplifying management and reducing operational costs—helping customers gain clearer CAPEX visibility and improved long-term TCO predictability.



Following a two-phase validation approach combining "virtual simulation and on-site testing", the customer completed model selection and deployment planning with full confidence backed by hands-on experience and data-driven insights. First, PicOS-V was used to simulate the network topology and policy logic in a virtual environment, validating automation capabilities and architectural compatibility. This was followed by real-world testing using sample devices, allowing the customer to verify high-performance forwarding and interoperability under production-like conditions.

## Results

With FS, the customer successfully deployed a high-performance data centre network while retaining architectural independence, flexibility, and control over future technology decisions. Powered by PicOS® and AmpCon-DC, the new environment streamlined day-to-day operations through centralised management, automated workflows, and enhanced network visibility, significantly improving overall management efficiency. At the same time, the transparent and predictable licensing model of PicOS® License provided greater budget certainty, improved long-term ROI, and reduced the financial risks often associated with recurring subscription-based models. This also created greater scope for phased expansion and a more flexible procurement strategy as business needs evolve.

### Product List

Product	ID	FS P/N	Description
PicOS® Switch	207993	N5850-48X6C	N5850-48X6C, 48-Port Ethernet Data Centre Switch, 48 x 10G RJ45, with 6 x 100G QSFP28 Uplinks, PicOS®, Broadcom Trident 3 Chip, Front-to-Back Airflow
AmpCon-DC Management Platform	344455	LIS-AMPCON-DC-FPSW-Foundation	AmpCon-DC Management Platform 1/3/5-Year Subscription with Support Service for Data Centre



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