

Cool in a crisis: New Lobster had three months to build a new technology foundation from scratch

The Outcome

New Lobster, the design office behind Ted Baker and a subsidiary of PDS Limited, had always shared core technology systems with the Ted Baker retail business. When Ted Baker entered administration, New Lobster had less than three months to build an entirely new technology infrastructure - with no ability to extend the deadline and considerable legal uncertainty throughout. Presidio delivered: all data and applications migrated, mission-critical systems preserved, operations uninterrupted.

How They Got There

Presidio assessed New Lobster's existing technology estate, then designed and built a modern AWS-based infrastructure optimised for a team with minimal in-house IT resource. The Product Life Management application - a sophisticated design IP management system - was migrated with minimal downtime. User devices were reformatted, new identities created, and email, Active Directory, and security rebuilt from scratch. A new backup and disaster recovery infrastructure was built to protect New Lobster's design catalogue going forward.

Why It Worked

This wasn't a planned migration. It was a business continuity emergency with legal complexity, multiple stakeholders, and an immovable deadline. Presidio acted as the central coordination point between administrators, new brand owners, and New Lobster. The platform was also designed for low maintenance, recognizing that New Lobster's strength is fashion design, not IT management.

The Situation

New Lobster functions as the design office of Ted Baker, providing design and manufacturing services for the brand. As a PDS Limited subsidiary, New Lobster had always relied on shared technology systems with the Ted Baker retail business. When Ted Baker unexpectedly entered administration, those shared systems were scheduled for shutdown - and New Lobster had fewer than three months to replace all of them.

The Approach

Presidio assessed New Lobster's full technology estate quickly, then designed and built a modern AWS-based infrastructure from the ground up. The most critical element was the Product Life Management application: a sophisticated database system storing New Lobster's entire design IP catalogue. Presidio migrated this system with minimal downtime, reformatted personal devices, created a complete new set of user identities, and rebuilt email, Active Directory, and security from scratch. A backup infrastructure and disaster recovery capability were also built. Throughout, Presidio served as the central communication hub between the administrators, new Ted Baker brand owners, and New Lobster.

The Result

New Lobster's teams began operating on the new AWS infrastructure on schedule, without disruption to their design and manufacturing work. All data and applications were preserved - including the PLM system holding New Lobster's entire design IP catalogue. New Lobster has since entered a growth phase - and the infrastructure Presidio built is helping to support it.

"Usually, large IT projects such as an infrastructure migration are planned well in advance, with plenty of allowances for unexpected delays. This was very different, but Presidio was essential in getting it done." — Stuart Daniels, PDS Limited

<3 months

Full infrastructure migration on an immovable deadline

Zero

Disruption to design operations during or after cutover

100%

Data and applications preserved — including mission-critical PLM system