Kubus

FUTURE

Future planning:
Making the complex simple

Future Publishing is a UK-based multi-platform media business, connecting millions worldwide through a diverse portfolio of specialist brands like Tech Radar, Horse and Hound, Marie Claire and the comparison website Go.Compare.

As part of its growth strategy, Future continues to acquire new businesses, creating ongoing challenges and complexity for the IT teams as networks, platforms, and infrastructure are integrated at pace.

Over the past five years, Future has led a major programme to modernise its networking and datacentre infrastructure, improve resilience, and create a repeatable architecture that supports future acquisitions.

Kubus has supported this journey as a strategic partner, working alongside Future's internal teams to provide vendor access, commercial support, and technical advice to help inform key decisions.

Modernisation at pace

Future's priority was to consolidate networks, remove single points of failure, and create an infrastructure platform capable of scaling in line with business growth.

John Davies, Senior Director of Infrastructure & Security at Future, led the strategy, architecture design, and delivery of the programme, engaging Kubus to support the evaluation of vendors and available solution options.

"Kubus has become more than just a supplier. They've evolved into a strategic partner and a true extension of our internal team. Matt Berry's proactive account management and Greg Bennetts's technical expertise make them a trusted and highly valued partner."

John Davies, Senior Director of Infrastructure & Security, Future PLC

Challenge

Integrating new networks, platforms, and infrastructure.

Solution

A new design introducing BGP routing, improved redundancy across compute and storage, and a consistent architecture that could be reused across regions.

Outcome

A modernised infrastructure that provides a scalable foundation to support Future's ongoing acquisition strategy, hybrid working requirements, and evolving security posture.

Strategic datacentre consolidation and infrastructure resilience

Working with Kubus, Future engaged key technology vendors and made informed investments in Juniper Networks, Dell, and Pure Storage technologies.

Kubus supported the process by facilitating vendor engagement and solution workshops, advising on hardware selection, server specifications and supplying and coordinating the delivery of infrastructure equipment.

Future implemented the target architecture, reducing the number of active London datacentres from four to two, with resilient failover and dedicated disaster recovery capabilities in South Wales.

The new design introduced robust BGP routing, improved redundancy across compute and storage, and a consistent architecture that could be reused across regions.

Extending the model internationally

Using the UK platform as a reference architecture, Future applied the same principles to its US operations, consolidating datacentre services into a single location in New York.

Kubus supported this expansion by assisting with vendor coordination, logistics planning, and equipment supply, enabling Future's in-house teams to deliver the deployment efficiently and consistently.

From high risk to high control

The transformation significantly improved operational resilience and reduced complexity.

Where Future previously operated multiple fragmented datacentres with inherent risk, it now runs a simplified, highly resilient platform capable of operating from a single site if required.

This architecture has enabled smoother acquisition integrations, including Go.Compare, TI Media, Dennis Publishing, and SmartBrief, whilst reducing cost, improving visibility, and strengthening control.

Scalability, agility, and partnership

The modernised infrastructure provides a scalable foundation that supports Future's ongoing acquisition strategy, hybrid working requirements, and evolving security posture.

Kubus continues to work with Future as a strategic partner, providing ongoing technical guidance, market insight, and vendor access when required.

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Contact us to power your cloud with seamless, secure IT solutions.

T: 01285 771600
E: sales@kubus.com
www.kubus.com