



itSynergy Formulates Successful IT Makeover for Custom Skin-care Firm

Technology Consulting for
Small and Medium Businesses

Customer:

Island Kinetics

Web Site:

www.islandkinetics.com

Country or Region:

U.S. Southwest

Industry:

Pharmaceuticals

Partner:

www.itsynergy.com

Customer Profile:

Located in Chandler, Arizona, Island Kinetics provides custom pharmaceutical-grade skin care products for the professional spa and beauty industry.

Software and Services:

Microsoft® Windows Small Business Server 2003 R2

AVG Antivirus

Microsoft® Windows Server 2003

Microsoft® Windows Terminal Services in Load Balanced Configuration

Blackberry Enterprise Server

itSynergize Management

itSynergize Managed Backup

itSynergize Spam Management

Introduction / Summary

For Island Kinetics, a custom manufacturer of skin care products, organic growth of its existing IT network wasn't pretty. A plethora of different hardware and software solutions gradually affected reliability and productivity. And patchwork solutions yielded increasingly temporary relief. Tapping the IT expertise of itSynergy, Island Kinetics created a new IT solution that increased security, eliminated hardware and software conflicts, created a strategic IT roadmap and provided more control over IT costs.

- Develop proactive solution for maintenance and system monitoring
- Make sure software licensing is up to date
- Get better control of IT expenditures

Band-Aid IT

"Our network had grown from 10 users to 50 over the last several years," notes Todd Taylor, director of operations, Island Kinetics. "When computers broke, we'd do whatever it took to band-aid the problem and get us up and running again. However, problems were happening more often and people were unable to get their work done."

"Our network analysis showed Island Kinetics needed an IT make-over that included offsite backup, wireless and remote access, anti-spam/malware solutions and a solid IT backbone in preparation for a future ERP program implementation. In short, they needed a strategic IT makeover."

Michael Cocanower
President
itSynergy

Business Needs

Island Kinetics had seven major IT areas it wanted to address:

- Update current server infrastructure to meet minimum hardware/software requirements for future ERP system
- Upgrade network backup capabilities to meet best practices
- Expand wireless access capabilities for employees, clients and vendors
- Standardize hardware and software to avoid conflicts

No IT Standards or Plan

"We had some in-house IT knowledge, but no IT standards or overall plan," said Taylor. "It meant that we tended to manage from crisis to crisis." "Our only IT 'policy' was to look for the cheapest computer we could find when an old one broke," said Taylor. "We didn't realize it, but we gradually created hardware and software conflicts by purchasing haphazardly—without any real plan or strategy."

Taylor continues: “You might say we grew IT organically, but in our network organic growth wasn’t a good thing.”

Spam Kills Productivity

“Spam was killing our productivity,” said Taylor. “We estimate many of our 100 employees wasted up to 15 minutes daily getting spam out of their inboxes. That’s like losing 25 hours every day of the workweek—or paying for three extra employees that never come to work.”

Security Lacking

“Security in terms of automatic updates, offsite backup, protection from spam, spyware and viruses were almost non-existent because of the ad hoc way our network had grown over the years,” said Taylor. “itSynergy provided a comprehensive solution that addressed every issue.”

More Control Over IT Costs

“With previous IT consultants we never knew what surprises we’d see on our monthly invoice,” said Taylor. “It was hard to discern what the real problems were or how much it should cost to get them solved.”

Solution

Using the IT expertise of itSynergy, a comprehensive infrastructure review was conducted.

“Our network analysis showed Island Kinetics needed an IT make-over that included offsite backup, wireless and remote access, anti-spam/virus/spyware solutions and a solid IT backbone in preparation for a future ERP program implementation,” said Michael Cocanower, president of itSynergy. “In short, they needed a strategic IT makeover.”

The IT makeover for Island Kinetics consisted of several phases or independent sub-projects that included the following elements:

- Moving its technology infrastructure from its current level, a best effort patchwork of solutions, to a strategic business asset that provides Island Kinetics with a competitive edge
- Improving the current backup processes to ensure full datasets are available in the case of server failure or data loss
- Wireless infrastructure has been updated to provide both easy wireless access to the internet for vendors and guests as well as secure access to the internal network for employees
- Established IT foundation for the future rollout of an Enterprise Resource Planning (ERP) system
- Provide objective third-party assistance for server maintenance, strategic planning and business-critical projects

Benefits

Proactive Network Solutions 24x7

“Unlike our previous IT consultant, itSynergy monitors our network 24x7,” said Taylor. “Remotely, they not only solve problems when they happen, but proactively anticipate future issues. Most of our IT problems are solved before we even know about them.”

Lower IT Costs and Peace-of-Mind

“The two most important benefits of itSynergy’s solution were lower IT costs and peace-of-mind,” said Taylor. “One is bottom-line empirical and the other is immeasurably important.”

“itSynergy helped us cover our core IT expenditures as a fixed monthly

fee,” said Taylor. “This translated into predictable costs and budget, something that was virtually impossible to do before.”

More Robust Network

“itSynergy developed a network solution that included itSynergize Spam Management, itSynergize Managed Backup, itSynergize Management—a proactive network-monitoring and maintenance solution,” said Taylor. “Our data is protected and our network is systematically maintained.”

Right Infrastructure, Better Decisions

itSynergy is providing objective, third-party expertise on an on-going basis. “Just like it takes the proper infrastructure to run a city—roadways, utilities, services—it takes the proper planning and execution to make an IT network work. Island Kinetics is a great example of what to do when it’s time to re-think a company’s IT direction and lead with a plan that can solve problems rather than create them,” noted Dan Zaremba, Technology Advisor, itSynergy.

Future-Ready

Island Kinetics will soon be rolling out an Enterprise Resource Planning (ERP) system called BatchMaster and itSynergy put the IT infrastructure in place to ready Island Kinetics’ network for deployment.

“Our IT infrastructure is now ready to properly support ERP planning and deployment. It would be impossible to consider the use of such sophisticated management tools without building the right IT foundation.”