

CASE STUDY

FrontLine IS, Inc.

Carrier Analysis Plan with
CeniVUE™ SLEdge Monitoring
Solution™

Relocation Management &
Consolidation

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Mary Stewart
IT Manager
New Century Direct

Scaling Company Growth and Managing Facility Relocations

New Century Direct Deploys FrontLine IS's Carrier Analysis and Relocation Management Plans to Handle Internal Growth and External Relocation/Consolidation

In the summer of 2007, New Century Direct, LLC (NCD), a leading manufacturer of paper solutions for corporate and private industries, as well as the masses, was challenged with a major internal network upgrade and three relocations of company office buildings, including the relocation and consolidation of a manufacturing facility from a 100,000 sq. ft. warehouse to a smaller 40,000 sq. ft. location in Tijuana, Mexico.

NCD sought the help of FrontLine IS to provide scalable solutions that would successfully help upgrade their specific micro-server environment company-wide smoothly and effortlessly, as well as provide a professional transition during the three relocations without disruption to business.

FrontLine IS was able to assist NCD with both projects, plus FrontLine IS identified a way to decrease cost spending by 32% by analyzing NCD's communication carriers. Most impressive, was the fact that FrontLine IS helped NCD reach its business goals within a three month time span.

Challenge:

- **Improve Internal and External Communications Practices.** Years of rapid growth had halted NCD's ability to properly analyze communication vendors and services negatively affecting overhead costs.
- **Consolidate and Relocate Company Corporate Office and Warehouse.** Moving company facilities and network infrastructure was a large project that would consume all or most of the internal IT team's time and energy, disrupting day-to-day operations.
- **Upgrade Specific Micro-Server Environment.** Rapid growth had also affected time spent on the internal server network and had left NCD in the dark ages.

Solution:

- **Deploy FrontLine IS Carrier Analysis Plan (CAP).** Deploy CAP to assess current communication providers for ultimate service and to increase performance and decrease overhead. CAP to include Complex Event-Driven Network Intelligence (CeniVUE™) SLEdge monitoring solution, which

identified a key bandwidth issue and fixed by FrontLine IS in a matter of hours.

- **Manage Relocation.** Within three months, FrontLine IS's expert team provided a smooth and professional transition to three new locations.
- **Upgrade Specific Micro-Server Environment.** FrontLine IS was able to successfully upgrade the internal network servers company-wide with no disruption to day-to-day operations.

Assessing the Situation

Founded in XXXX, New Century Direct has offered top notch paper solutions to every industry imaginable. Starting off with photo paper and photo albums, the company has grown to include office supplies, custom framing, organizational products and more. NCD operates over four separate Web sites and employs over 150 people to help manage the online orders and day-to-day operations.

In the summer 2007, NCD was facing a facility move and a long overdue network upgrade. NCD's IT Manager Mary Stewart saw both projects as very time consuming and though NCD was a striving and growing company, the mid-size work force did not have the time capabilities to manage day-to-day operations and lead both projects.

Mary reached out to FrontLine IS to help manage the facility move and the network upgrade. "It was a no brainer to me," said Mary. "We have used FrontLine IS for several years, so they really know our business. When we were faced with an internal network upgrade and three building relocations all at the same time, I called FrontLine IS right away. I could not imagine working with any other company. In fact, I would be scared not to use FrontLine IS."

FrontLine IS met with NCD to discuss the projects and noticed that there was an opportunity to upgrade the company's communication carrier plans and drastically reduce overhead by an average of 20 percent. FrontLine IS introduced NCD to the Carrier Analysis Plan (CAP), which entailed a complete analysis of current communication vendors (e.g., voice data, cellular, etc.) and a submitted a proposal detailing current spend, predicted spend and guaranteed cost savings. Once NCD approved moving forward with CAP, FrontLine IS proceeded with a comprehensive customer audit of NCD's entire communications infrastructure (e.g., MPLS, VoIP, PRI's, Wi-Fi, increased bandwidth, sales force automation, etc). Along with the general audit, NCD chose to set up FrontLine IS's Complex Event-Driven Network Intelligence (*CeniVUE™*) SLEdge monitoring solution, a system that specifically monitors and reports for bandwidth and ensures optimum utilization. Results from the audit provided the foundation for the cost savings and recommended solutions.

FrontLine IS worked with the carriers to secure bids and then presented NCD with a choice of carriers to chose from that provided the best services for the price. NCD made their choices and FrontLine IS implemented in a matter of two months

"It was great," said Mary. "FrontLine IS did all the hard work and recommended solutions to us on replacement carriers. All we had to do was sign-off and they implemented the installs efficiently with little to no disruption."

Results from the CAP assessment could be seen in the decrease in overhead costs within a few months, but right away FrontLine IS's



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Billy DeJesus
Network Engineer
New Century Direct

CeniVUE SLEdge monitoring system realized that NCD's bandwidth was not operating at optimum levels. FrontLine IS identified that the bandwidth, normally at one megabyte, was working at less than half the normal bandwidth at 454 kilobytes. Within a few hours, FrontLine IS contacted the satellite provider and fixed the problem, ensuring NCD was getting what they paid for.

Providing a Peace of Mind

NCD had a real headache ahead of them with the consolidation and relocation of their 100,000 sq. ft. Brea, Calif., manufacturing facility to a brand new, smaller 40,000 sq. ft. location in Tijuana, Mexico. On top of that, they planned on moving their corporate offices in Brea to Santa Fe Springs, Calif., and a small manufacturing facility in Tijuana to the new location in Tijuana. The relocation was a three-pronged move with a compressed schedule and NCD knew that they would need FrontLine IS's assistance to make the transition smooth and organized.

Because the move involved setting up the new facilities with new network infrastructures (e.g., new server rooms, computers, electrical contracting, etc.), FrontLine IS worked around the clock to secure the best bids and presented them to NCD before the transition.

FrontLine IS started with managing the big move for the manufacturing facilities to Tijuana, a process made further difficult by the T1 lines, which took awhile to be installed at the new location. It was imperative that the T1 lines be installed without disrupting the current network in Brea and causing a blackout. FrontLine IS installed a temporary satellite in Mexico for the move and once the move was complete, the Brea satellite was transferred to the new Tijuana facility with no issues. The total relocation took two weeks.

Immediately thereafter, FrontLine IS moved the corporate offices to Santa Fe Springs in a matter of one month. Lastly, in two weeks time, the small manufacturing facility in Tijuana was moved to the new Tijuana location.

NCD was able to continue work as usual since FrontLine IS coordinated moving services and installations throughout the entire two months the relocations took place.

"We feel as if FrontLine IS is an extension of our company," said Billy DeJesus, NCD network engineer. "They really care about our company and want to ensure that our day-to-day business goes uninterrupted. Their commitment to getting it right gives me peace of mind."

Moving Out of the Dark Ages

Because of the rapid growth of NCD, their internal micro-server environment was years behind where it should have been. The company was running on Microsoft Exchange 5.5 and wanted to update their systems to the current standards of Microsoft Exchange 2003.

"We were basically running an antique system," said Mary. "To upgrade it was going to be a nightmare and we could not chance losing our servers or blacking out. Again, we looked to FrontLine IS for help."

"It has been a very tedious project and I am thrilled by the work FrontLine IS has provided," Mary continued. "Our system is about complete with exception of our Mexico location, which is still running on Microsoft Exchange 5.5. We are taking our time and with FrontLine IS on board, we are doing it right!"

Delivering Solutions

FrontLine IS is revolutionizing the way organizations solve current and future business and IT issues. At Frontline IS, their experts specialize in informational awareness and approach the business issues as the primary driver. They applying technology solutions as a tool to solve the business issues and provide solutions that take into account the budget, time frames, manageability,

reliability, security and scalability. FrontLine IS addresses the entire life cycle of information technology, from concept and design to implementation, tuning through on-going management and more.

Companies who utilize FrontLine IS's services create a platform for internal efficiency, which can help make business more effective, more productive and more competitive.

Solution Provided By  **FRONTLINE** IS
Enterprise IT Solutions

Founded in 1999, FrontLine IS, Inc., is a leading provider of full-service IT solutions to organizations seeking to solve current and future business issues. FrontLine IS specializes in applications management, database management (SQL, Oracle and DB2), mobilization, monitoring, manage services (24x7), networks, open source software enterprise support, operating systems (Windows, Linux, Unix, IPSO, AS400, VMware), security, software development (.Net and J2EE) and more. With over 15 plus years of experience in each of these technologies, FrontLine IS' engineering staff addresses the entire lifecycle of information technology, from concept and design to implementation and ongoing management – FrontLine IS has you covered.

For more information regarding FrontLine IS and its many business services, please visit www.frontline-is.com or call 888-300-0824.