

case study

With Digital Direction's success as a telecom management outsourcer came expansion...and the inevitable growing pains in managing its IT systems. Best Servers helped Digital Direction overcome the technical challenges of accommodating work-at-home staff, unifying platforms, coordinating tools, and supporting daily maintenance issues...as well as the financial challenges of skyrocketing costs.



Digital Direction Outsources IT to Best Servers

Lowers Costs, Improves Productivity, and Eliminates Headaches

Growing Pains

When Digital Direction first called upon Best Servers, the telecom management outsourcer had grown considerably from a start-up to a substantial business employing more than 20 people. The problem was, the company's IT systems had not kept pace with the company's new size and complexity. The founder and president, Bart Zimmerman, was continuing to handle all IT matters, just as he had when his was a one-person operation. "I personally did the equipment ordering, the daily troubleshooting, and the overall configuration," recalls Bart. "For difficult issues, we'd call on experts who'd come in and help us by the hour, which was not only very expensive, but inconvenient as well."

The company looked to Best Servers for a long-term solution. Peter Jordan, founder of Best Servers, surveyed the situation and interviewed Digital Direction's key staff to understand their computing needs. Together, they set as goals:

- Unifying the resources with consistent malware protection and back-up technology, for instance
- Improving communications and system access for all, including work-at-home staff
- Reducing escalating maintenance headaches and costs

And, says Zimmerman, "I needed to extricate myself from the role of IT manager. I no longer had the time nor the background required as our requirements got more and more sophisticated. I was more than ready to delegate this responsibility."

Outsourcing is the Answer

After two months of studying the company's business needs and its current equipment, software, and applications, Best Servers recommended:

- Equipment and software upgrades and installations to bring consistency to everyone's workstation
- Hosting the company's computing environment remotely, at Best Servers
- Outsourcing the company's ongoing IT needs to Best Servers via a monthly service contract

By shifting the computing environment to Best Servers' equipment, the company gained several advantages. First, the arrangement gave all employees access to the same tools (just as if they were sharing the same computer), regardless of their work location. This resolved the difficulties they'd experienced previously in sharing documents and communicating and collaborating with one another. Just as important, with Best Servers hosting the company's system, the Best Servers team could watch over it, monitoring usage, performance, and back ups.

"There's a real level of comfort knowing that experts are always on the alert, checking to make sure that everything



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is running smoothly and efficiently,” admits Zimmerman “I trust the Best Servers team with the health of our system.”

Full Service, at a Reasonable Cost

With Best Servers on contract for hosting the company’s computing environment, providing ongoing maintenance, and proactively recommending system improvements, Digital Direction has enjoyed:

- **A 25 percent reduction in IT service costs.** “Best Servers has given us the full breadth of outsourced IT functionality at a very reasonable cost,” declares Zimmerman. “This is a much more cost-effective way to purchase our IT support.”
- **The elimination of headaches.** While small matters may arise everyday, Digital Direction’s president is no longer even aware of them. “My staff members place a call to Best Servers—instead of to me—and any issue is fixed automatically without my involvement,” Zimmerman rejoices. “The best thing is, I am no longer sideswiped, taken by surprise by a problem and diverted from my own work in trying to fix it.”

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—Bart Zimmerman
President, Digital Direction

- **Improved productivity.** “Now, technology is truly enabling our work, rather than frustrating us,” says Zimmerman. “We have the right tools, the right connections, and the right support so that every one of us can get on with our jobs.”

At least once a year, Best Servers consultants confer with Digital Direction to discuss how the company’s needs may be changing and how the latest technology innovations may be pressed into service. In this way, Best Servers’ client is confident that its IT resources will continue to keep pace with its business needs.

For more information about Best Servers’ capabilities for relieving you of your IT headaches, please contact us at 219.756.5280 or visit us at www.bestserversllc.net.