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***Industry Case Study:
Retail***



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Introduction – Retail

The retail industry faces a host of challenges. These include:

- 1) Re-invent the in-store shopping experience
- 2) Security and compliance
- 3) Cloud migration
- 4) Greater demand for omnichannel e-commerce
- 5) Optimizing the supply chain
- 6) Maintaining visibility

Retail managers must embrace digital workspace solutions. Retailers need to give employees secure, reliable access to the applications they need. Technology upgrades are critical to serve customers across channels and deliver a consistent experience that exceeds their expectations. Utilizing a Managed Services Provider (MSP) can help them leverage solutions designed to help them manage the actions they will need to take to manage employees and service customers in their stores.

Case Study Profile – Retail

This retail company supported by Concertium is headquartered in Tampa, Florida. They are a family owned and operated consumer electronics distributor servicing independent dealers in the Southern United States for over 55 years. This wholesaler focuses on delivering consumer electronics products that enhance the customer experience. Their products include satellite TV, VOIP, surveillance, and security gear.

Dedication to excellent customer service has been a constant as they have grown. What started as a single location, electronic repair parts and off-air equipment distributor has now grown into a premier, regional distributor serving 19 states and Puerto Rico from six strategically located distribution centers.

Another constant has been the family ownership focus that has developed a strong company culture and driven them to capitalize on growth and expansion opportunities. With this combination of excellent customer service, a strong company culture, and Concertium, as their technology partner, the company is poised for another six decades of success and growth.



Situation Analysis

This national, multi-location electronics wholesaler and its sister company approached Concertium for assistance in April of 2019. Their primary objective was to move away from aging on-premise servers and migrate to a public cloud solution. Their current IT consultant was using outdated technical tools and not keeping their systems updated to the most recent versions of licensed software. They also identified an opportunity to save money by replacing both their current IT staff which consisted of two help desk individuals and an external consultant with a more robust, full solutions provider. We met with them several times to present our solutions and they came onboard shortly after.

Solution & Results

The onboarding process consisted of both our typical i.process framework for client engagements but also a full strategic business processes review as well. In order to understand the company fully, we met individually with all department heads to get their input on how their workflows could be improved. Once we had the context and background for how the company currently operated and how we could implement collaboration tools to improve their productivity, we immediately engaged in an elaborate hybrid Office 365 migration. The project including migrating both corporations and over 30 vanity domains. We consolidated and decommissioned over 80 on-premise servers which reduced their licensing cost by over \$100,000 a year. We also did a complete network and ISP overhaul to provide a redundant SDWAN solution for all their locations and removed a MPLS circuit, giving them a more robust redundant network at less than half the cost they were currently paying. The next step was to migrate to Microsoft Azure to complete the decommissioning of the dated hardware and tape library backup solution. The Azure solution consisted of an RDS environment which simplified their current workloads of connecting to not only on-premise servers but also a private cloud where their primary ERP application was running. This was a fortuitous move, because the onset of the COVID-19 pandemic created a mass WFH movement, and now the client had given all of its employees the ability to work efficiently from anywhere in the world. As a final step in the initial work, we provided a manageable printer solution to administer over 80 printers via print services and Group Policy Objects that has been troublesome since the ERP move to the private cloud. We also worked with the ERP support team to migrate the on-premise SharePoint farm to SharePoint Online.

Value Added Services

These moves established a sound baseline from which the client could operate effectively. Once completed, we turned our attention to more strategic opportunities to help the company build for the future. Future endeavors will include a variety of custom development and application management projects to help the company grow. These will include:

- 1) Implement advanced artificial intelligent security and anti-virus
- 2) Migrate from private cloud that is hosting the Microsoft Dynamics ERP solution to Azure
- 3) Provide a load balanced environment to overcome SQL table lock issues
- 4) Move from old tape backup library solution to Azure backups
- 5) Move from unsecure ISP fiber network to new secure provider
- 6) Completely overhaul logical and physical network infrastructure.
- 7) Replace several different wireless networks with a single, company-wide wireless mesh solution
- 8) Complete overhaul of Active Directory, Group Policies, and DNS



About Concertium:

Concertium provides simplicity and peace of mind to SMB's with solutions that unravel the complexity of technology. Our security and IT management expertise deliver full transparency with surprising affordability. We also offer a full spectrum of software development projects.

For a free analysis of your company's IT support and development needs, contact us today:

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