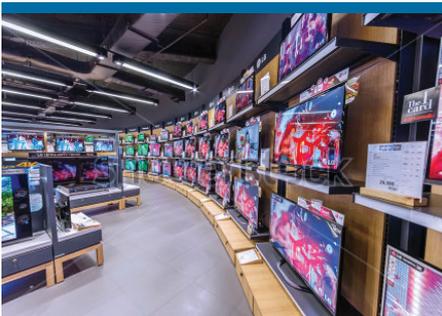


CASE STUDY **SALES & MARKETING DIVISION**
INDUSTRY GLOBAL CONSUMER ELECTRONICS MANUFACTURER

EXPANDING THROUGH SCALABLE CLOUD SERVICES



Company At-A-Glance:

The North American Sales and Marketing division of a global consumer electronics manufacturer headquartered in Japan.

Challenges:

An outdated legacy IT infrastructure and an inadequate existing technology provider.

Goals:

Employed Navisite®’s NaviCloud® Self-Service Cloud Services to support enhanced business flexibility and scalability.

Business Outcome:

Decreased total cost of ownership and increased system transparency, scalability, control and access to support.

COMPANY OVERVIEW:

The North American Sales and Marketing Division of a global consumer electronics manufacturer headquartered in Japan. In addition to the various brands the electronics manufacturer sells directly, the company is also a major original equipment manufacturer (OEM) and supplier for retailers selling small appliances, consumer electronics, printers and computer peripherals.

Challenges

As a global consumer electronics manufacturer with an aging North American infrastructure, the company’s regional Sales and Marketing Division knew that it either needed to begin a round of costly upgrades or reconsider its approach to IT. Traditionally, the company hosted all of its systems and applications onsite, within privately operated data centres. Over the past several years, IT workloads had expanded along with business growth and the company’s infrastructure had failed to keep pace. Meeting ever-growing IT staffing demands only further strained its IT budget. The Sales and Marketing Division decided that in order to remain competitive it needed to explore transitioning from its outdated, physical IT systems to a more flexible virtual infrastructure.

Following a brief cloud services provider review, the company first selected a provider based on their apparent value and eagerness to get started quickly. Unfortunately, in short time the company

uncovered that this provider lacked not only the technology required, but also the know-how and flexibility to meet its business needs. The electronics manufacturer decided to initiate a second cloud service provider review, but this time with the guidance and support of Koi Consulting Group, Inc.

Koi Consulting Group, Inc. presented Navisite as a possible technology provider. Navisite’s proven performance record, personalized approach and commitment to enabling unique solutions impressed the electronics manufacturer. Navisite felt more like a technology partner to the company than a basic technology vendor. It was particularly refreshing that Navisite valued the opportunity to work toward continued mutual business success and was not simply focused on short-term wins.

Results

The Sales and Marketing Division of the electronics manufacturer made the strategic decision to close its onsite data centres and to begin using Navisite solutions. To mitigate the impact on daily operations, the company needed to transition data and applications quickly. Leveraging Navisite’s NaviCloud® Self-Service Cloud Services, the company was able to easily replicate its virtual applications (vApps) and virtual machines (VMs) between locations. The company also shifted a substantial portion of its data into Navisite’s data centres. With support from partner Koi Consulting Group, Inc. Navisite

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'With NaviCloud Self-Service Cloud Services, the company is no longer restricted by fixed data storage or compute capacities, but instead has the freedom to scale in response to business needs'.

was able to transition all of the company's key systems within three days, allowing them to go live rapidly.

Once operational, the electronics manufacture almost immediately identified a positive shift in operations. With NaviCloud Self-Service Cloud Services, the company is no longer restricted by fixed data storage or compute capacities, but instead has the freedom to scale in response to business needs. The company was able to employ solutions that met its initial requirements and budget with the peace-of-mind that it can expand and build-upon them easily at any time.

Navisite's robust infrastructure has also helped enable the company to better support its smaller business units as they continue to expand. Additionally, considering Navisite's solutions are delivered on a predictable OpEx billing model, the company is now better able to pay only for the virtual resources it actually uses. This has helped the company to decrease overall operating costs and significantly improve efficiency.

Unlike with their previous provider, the electronics manufacturer has found Navisite's technical and customer support to be exceptional. The company appreciates the ability to reach experts as required as well as the freedom to maintain self-governance of its assets. Not only is the company in close control of its data and applications, but it also benefits from enhanced system visibility, as compared to its legacy IT infrastructure.

From a best practices perspective, having the ability to leverage data centres on both the east and west coast was key for the electronics manufacturer. Navisite's global data centre presence provides the company with the peace of mind that its data could

be supported from and housed in multiple, geographically diverse locations as part of its overarching Business Continuity and Disaster Recover (BCDR) plan.

Summary

Needing to upgrade its legacy data centre infrastructure, the Sales and Marketing division of a global electronics manufacturer headquartered in Japan called on Koi Consulting Group, Inc. for guidance. After reviewing Koi Consulting Group, Inc.'s suggested candidates, the electronics manufacturer chose to work with Navisite due to its innovative solutions, OpEx billing model and team of IT experts. After transitioning to Navisite's NaviCloud Self-Service Cloud solution, the company has seen a marked improvement in its ability to control and scale its infrastructure. Overall operations have also improved dramatically. The electronics manufacturer is looking forward to future success working with Navisite.

About Navisite

Navisite, Inc., a part of Spectrum Enterprise, is a leading international provider of enterprise-class, cloud-enabled hosting, managed applications and services. Navisite provides a full suite of reliable and scalable managed services, including Application, Cloud Desktop, Cloud Infrastructure and Hosting services for organizations looking to outsource IT infrastructures to help lower their capital and operational costs. Enterprise customers depend on Navisite for customized solutions, delivered through an international footprint of state-of-the-art data centres. For more information about Navisite's services, please visit navisite.com or navisite.co.uk.