

Promotional Products Company

Lower IT Costs, Increased Productivity and Reduced Business Risk with Carbon60

Serving businesses for more than 40 years, the client is a leading provider of innovative promotional products and a pioneer in the development of interactive corporate wall calendars. With over 60,000 clients and based in Canada, the client is North America's leading publisher of high quality, full-size business wall calendars. They also offer hundreds of branded promotional items and a wide variety of personalized amenities and gifts

CHALLENGES

Several years ago, the client was undergoing two significant business challenges at the same time. The first was transitioning their IT operations to a higher level of quality, consistency and performance to keep up with their escalating growth. The second mandate was to develop and launch their first eCommerce platform to make it easier for clients to place orders. The client needed help from a Managed Services provider that had the expertise, processes and size needed to support their IT needs 24x7x365.

KEY HIGHLIGHTS

- ✓ Over \$845,000 in IT cost savings
- ✓ Projecting an additional \$630,000+ in savings over the next 3 years
- ✓ 30% decrease in overall IT costs
- ✓ Improved availability, performance and security



REQUIREMENTS



Customer Support



Managed Infrastructure



Consistent Performance

SOLUTION

The partnership started with one of the founders of Carbon60 in the mid 2000's, with the company then managing the clients ERP system and consulting. Over the years, the client has steadily off-loaded services to the point where now 90% of all IT activities are managed or co-managed by Carbon60. The following core services are

- ✓ Fully managed hosting services (both web and DNS) for 12 company web and eCommerce sites
- ✓ Web optimization, security, backups and disaster recovery (DR) services
- ✓ On-site 3rd level desktop support in three locations
- ✓ Helped implement ITIL processes and are a member of the clients ITIL and Application Stack Advisory Team

RESULTS

The benefits the client gains by leveraging Carbon60 can be measured in numerous ways. Along with significant cost savings and improvements in the quality of service, outsourcing a large portion of its IT has also allowed the client to focus on their core business and take advantage of resources that would be cost-prohibitive to replicate themselves. The results include:

- ✓ Combined cumulative IT cost savings projected to be over \$1.5 million in 3 years time
- ✓ The savings equates to 30% of the clients total IT costs
- ✓ Improvement in quality of service, security, and performance of key systems
- ✓ Carbon60 manages 90% of the clients IT activity

“ Carbon60 has improved the operational efficiency, reliability, performance and security of our three GTA divisions. These improvements reduced IT support costs, increased productivity and lowered business risks. In terms of cost reductions alone, the partnership with Carbon60 yields very significant savings which have continued to be realized year-over-year.

VP of IT Infrastructure & Operations at Promotional Products Company

ABOUT CARBON60

Carbon60 accelerates companies on their cloud journey with our managed hybrid IT services. We provide cloud assessment, migration, 24/7 SOC2 compliant managed operations and security services combined with cloud adoption, app modernization and data insights services to organizations across several industries. Our white-glove service is delivered by our certified experts using multiple clouds including AWS, Azure, Google and our VMware clouds across Canada. Visit www.carbon60.com to learn more.

Contact us to find out more about our solutions and how Carbon60 can help with your cloud journey.