



25% Annual Growth Increase Pleasantly Surprises E-retailer

“We receive orders from every corner of the globe, and even an hour of lost productivity sets us back. We must always be available or someone else will be. In addition to the peace of mind that our data is accessible and secure, we’ve grown by 25% in annual revenue since switching to IsUtility®.” - Debi Wexler, CEO

Success Story: Whiteflash.com

“[With utility computing] you can plug in and receive your computer needs as a service, a lot like an electric utility”.

- Neil MacDonald
Gartner Research

The Challenge: Globalizing market reach

Whiteflash.com conducts business 24/7, receiving thousands of orders and inquiries from across the globe. As sales increased, so did their dependence on technology. Insecurities about their outdated network and continuous security attacks forced executives to designate already limited resources to safeguarding their computer system. Extensive business travel prevented management from accessing critical business data and monitoring office operations at headquarters.

To remain competitive in an already cluttered marketplace, the e-retailer sought a cost-effective solution that would eliminate the security threats that slowed employee productivity. Synchronization of their two offices and mobile sales force was needed to allow managers to conduct business abroad while keeping abreast of office activities at their main office.

The Result: 25% annual growth

In less than a week, IsUtility® turned the world into Whiteflash’s office. IsUtility®’s inherent mobile capabilities enables managers to concurrently tend to business overseas while receiving updated information on activities back home.

Security threats eliminated by 100%

Proactive system monitoring safeguarding in a secure SAS-70 datacenter protects confidential data from viruses, SPAM and hackers and providing safe storage for sensitive electronic information. IsUtility®’s 24/7 Help Desk assures consistency of Whiteflash’s daily business process by resolving technical issues within five minutes or less.

Weekend and after-hours sales transactions can be

processed remotely – drastically reducing personnel and overhead. A predictable monthly fee has eliminated the need to consistently invest in computer technology, helping the e-retailer grow by 25% in annual revenue.

Summary: Whiteflash.com

The Challenge:

- Recurrent security breaches threatened the integrity of customer data draining resources.
- Lost productivity as a result of outdated IT network that could not synchronize data between mobile executives and two locations.
- Lost business opportunities due to technical issues, including lengthy server downtime that delayed customer response time.

The Result:

- Whiteflash has grown by 25% in revenue since using IsUtility®.
- Centralized network enables employees to seamlessly process and exchange data, thus reducing redundancies and improving productivity.
- 24/7 proactive system monitoring prevents security breaches from disrupting daily workflow
- Unlocked business potential through eliminating downtime, utilizing the latest technology and maintaining a more predictable IT budget.
- Integrated mobile capacity enables managers to concurrently tend to business overseas while receiving real-time data on activities at HQ

To request a first-hand account of this case study, please inform your Executive Solution