

# Wexler Surgical Supplies

Designer and manufacturer of high quality specialty surgical products.



*“My business relies heavily on the health of our IT infrastructure Tending to security issues and downtime took up nearly 30% of my time. IsUtility® lets me focus on growing my business.”*  
-Danny Fishman, COO

## The Situation

To sustain its steady flow of worldwide sales orders, Wexler Surgical Supplies must rely on synchronization between its headquarters in Houston and the activities of customers, vendors and distributors worldwide. While the company’s increasing globalization demands extensive overseas traveling, its in-house IT infrastructure kept Wexler’s executive team tied down to the office.

## The Challenge

To improve customer response time, C.O.O. Danny Fishman sought a cost-effective technology solution that would enable Wexler Surgical to conduct business more efficiently while outside the office. Traveling executives would be networked with headquarters, distributors and vendors to create a centralized system for data collection, in turn creating more seamless sales transactions. Wexler needed quick resolutions to chronic computer downtime and expert technical guidance on evolving technology that could enable the company to more efficiently incorporate new software solutions into the business.

## The Response

IsUtility-Xvand® became an IT-partner in the truest sense, collaborating with Wexler executives and providing useful counsel on exploiting the latest technologies to help grow their business. IsUtility’s centralized network allows Wexler’s mobile sales force to instantly access incoming voice and sales faxes, enabling a more responsive and proficient sales process. The company works with consistently-updated technology, complete with daily data backups, and receives immediate responses to technical issues with the help of IsUtility’s 24/7 Help Desk.

## The Result

Danny and his executive team now freely tend to business affairs across the globe without perpetual technology restraints. The network is centralized, and workstations across the network are synchronized with compatible and more efficient technology, so distributors in Venezuela work with the same updated data and applications as the sales staff in Houston -- facilitating quicker response time to customer inquiries. IsUtility’s integrated mobile functionalities allow Wexler’s sales representatives to instantly handle sales calls, avoiding the need to set up impersonal “auto attendants”, and vastly improving customer relations.

## Results

**Before:** Mobile sales force could not process purchase orders sent to headquarters via fax machine, resulting in poor customer relationship management.

- Sales opportunities were consistently lost due to Internet and server downtime (averaging 4-5 hours) that debilitated workflow and prevented communication with customers and distributors
- Wexler’s assortment of incompatible (computer) operating systems complicated the task of integrating new software and inhibited further business development.

**After:** IsUtility® experts proactively monitor the system to guarantee at least 99.9% uptime, assuring virtual elimination of Internet and server downtime, and freeing up valuable time and resources to develop new initiatives to grow the business.

- New users and applications have been seamlessly integrated into the system at a fraction of the cost of investing in new hardware and IT contractors.
- Network is centralized, assuring that workstations across the network are synchronized with compatible technology, enabling overseas distributors and mobile executive work with the same updated data as the main office.