

# Whiteflash.com

Certified diamond jewelry e-retailer based in Houston, Texas.



*“As an e-retailer, our business relies on our computer system. We’re no longer bogged down by computer downtime or security threats. With IsUtility®, I can focus on growing my business.”*

*- Brian Gavin, Executive Vice President*

## The Situation

Whiteflash.com conducts business seven days a week, receiving orders and inquiries from across the globe. As sales increased, so did their dependence on technology. Insecurities about their outdated network and continuous virus and SPAM attacks forced executives to designate already limited resources to safeguarding their computer system.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 daily office operations at headquarters.

## The Challenge

To remain competitive in an already cluttered marketplace, the e-retailer sought a cost-effective solution that would eliminate the security threats that threatened personal customer data and the downtime that slowed productivity. This technology would network their two offices and mobile sales force, and allow managers to conduct business abroad while keeping abreast of office activities at their main office.

## The Solution: IsUtility

- Solution 1 Mobility:** In less than a week Xvand turned the world into Whiteflash.com’s personal office space. IsUtility’s mobile capabilities enables managers to concurrently tend to business overseas while receiving updated information on activities back home.
- Solution 2 Security:** Multi-layered firewalls and proactive system monitoring protects their system from viruses, SPAM and hackers, providing Whiteflash and their customers the necessary peace of mind to exchange sensitive electronic information.
- Solution 3 Business Growth:** Whiteflash has realized new opportunities for growth. Weekend and after-hours sales transactions can be processed from managers’ homes – drastically reducing personnel overhead. A predictable monthly fee has eliminated the need to consistently invest limited resources in computer technology.
- Solution 4 Office Productivity:** Has blossomed due to IsUtility’s ability to sync the main office with sales activities conducted at their satellite locations. Employees work with faster technology enabling them to keep pace with the rapid influx of customer inquiries.
- Solution 5 Support:** IsUtility’s 24/7 Help Desk helps assure total consistency of their daily business process, frequently resolving the issue within five minutes or less.

## Results

**Before:** Constant SPAM and virus attacks threatened the security of customer data and drained company resources.

- Lost productivity as a result of outdated computer network that could not synchronize data between mobile executives and their two office locations.
- Lost business opportunities due to various technical issues, including lengthy server downtime that delayed customer response time.

**After:** Centralized network has enabled employees to seamlessly process and exchange data, reducing redundancies and improving office productivity.

- 24/7 proactive system monitoring prevents viruses, SPAM and hackers from disrupting daily workflow
- Unlocked business potential through eliminating downtime, utilizing the latest technology, and maintaining a more cost-effective IT budget.
- Integrated mobile capabilities enables managers to concurrently tend to business overseas while receiving up-to-the-minute information on activities back home