
ASI System Integration – Business Case Study

International Accounting and Consulting Firm

Initiative Focus:

- ***Data Center Consolidation***
- ***One-Vendor Power Infrastructure Solution***

Initiative Summary

- Industry:
 - ACCOUNTING AND CONSULTING
- Geography:
 - United States
- Services Provided:
 - APC Gold Certified Reliability Provider-level Power Expertise.
 - Data Center Consolidation and Management Consulting.
 - Certified Project and Program Management (360-degree project management).
 - “One Vendor Solution”.
- Specialized Services Provided:
 - Comprehensive APC InfraStruXure® Expertise.
 - Data Center Moves, Adds, Changes, and Scalability.
 - Management of Electrical, Mechanical, and Fire Suppressant Contractors.
 - On-Going IT Consulting Services: Data Security, Secure Instant Messaging, Business Continuity Planning, and Server Virtualization.

Client Profile

The Client is an International Certified Public Accounting and Consulting Firm headquartered in the New York Metropolitan area, with five additional offices in prime locations in the United States and abroad – Beverly Hills, CA, San Francisco, CA, Denver, CO, Dallas, TX, Walnut Creek, CA, and offshore. The Client has offered a full range of professional, technical, consulting, and business services to their customers in a wide variety of vertical industries. They have been ranked among the top 20 in their field (according to the 2005 edition of the Public Accounting Report's Top 100).

The ASI & Client Relationship

ASI was introduced to the Client because of a strategic relationship with APC.

The Initial Client Need

The Client needed a solution provider to consolidate their two existing data centers into one. This project required a vendor with a wide range of technological expertise, including design, hardware, software, project management, and implementation.

Business Abstract

In January 2005, the Client divested one of its major business practices and simultaneously faced expiring leases in the two offices within the office park that comprised their corporate headquarters. Each of the two offices contained its own data center.

They were able to lease a larger facility within the same office park in order to bring their headquarters, including all staff, resources, and facilities, together under one roof. As part of the move to the larger, single facility, the Client's IT executives decided to take the opportunity consolidate to a single data center and improve its functionality.

They wanted a "One Vendor Solution," both to meet their technology needs for the new data center and proactively take the reins of the entire project.

At the conclusion of the Client's different data center solutions review, they decided to utilize the "Always On, Always Available" suite of data center infrastructure and power products from American Power Conversion (APC).

ASI Wins

Data Center Solution – An ASI Win!

ASI is an APC Certified Gold Reliability Provider, comprehensively versed in APC's InfraStruXure® solutions, Project Management Institute (PMI) certified project managers, and certified implementation specialists on staff. ASI was also able to handle the overall project management, manage electrical, mechanical, fire suppressant contractors, and all critical aspects of the project. ASI fused together all of the necessary industry and technical resources knowledge to ensure the "One Vendor Solution" model, with ASI as a central point of contact for all issues surrounding the data center solution.

ASI was cited as having the expertise to manage the Client's entire project, to interface with and manage the work of a wide-ranging group of suppliers, and to bring the project to close in an extremely tight timeframe. ASI was also chosen because of its flexibility and vast IT business solutions expertise beyond data center and project management. And because the Client was also facing with an additional technology implementation which would directly impact the size, power, and other requirements of the new data center in 2005 and beyond.

One of the biggest changes for the Client at this time was their decision to proceed with a VoIP telephony solution to replace their previous PBX system (which was within a year or two of being replaced). Rather than waste money in moving an old system, the Client decided to invest in a new VoIP system. This would require a technology model and power considerations for Cisco equipment and interdependencies.

ASI has been cited for its:

1. APC Gold Certified Partner status—with account managers, project managers, and technologists/implementation specialists on staff.
2. APC Gold Certified Partner preferred pricing on APC technologies.
3. Management of the entire data center project under extreme time pressure—there were only eight weeks of lead time from the point of ASI's engagement until the expectation by the Client for the completion of the data center project.
4. Highly accountable role as a single-point-of-contact for the project.

5. Comprehensive design for the implementation initiative, including consolidated technology and electrical blueprints.
6. Comprehensive project management plan, including managing and scheduling resources: including electrical, mechanical, fire suppressant contract services, construction contracting, cabling, and rack installation.- All according to code, including management and collaboration with Local Unions.
7. Knowledge of other requirements, including:
 - o Supply of power to Cisco 6509 Chassis for the new VoIP telephony solution. ASI was particularly praised for its expertise in Cisco switched infrastructures and the interdependencies between the related technologies and APC's solutions.
 - o Rack space: ASI added three additional racks for their InfraStruXure® over and above APC's initial requirement, enabling Client to grow the solution as the Client's business needs expanded.
 - o Backup Power: The day after the installation went live and the complex suffered a 2 hour power failure, the new generator kicked in and kept the Client productive while others within the office complex had to close for the entire day. Our power solution is expected by the Client to "pay for itself within 12-18 months."
 - o Cooling: ASI's project design guaranteed that the implementation eliminated hot spots and other heat issues in the data center – taking advantage of APC's Hot Aisle Containment configuration.
8. Visionary knowledge of business technology and related services, especially concerning interdependencies between different systems inside and outside the data center: Internetworking, VoIP, enterprise systems, data availability, storage and backup, desktop and laptop computers PDAs, and much more.

Additional Business Opportunities for ASI

With services delivered to the Client on-or-before-time, at reduced cost, and at high value, and with ASI's deep knowledge of a vast range of systems and related services, ASI has been, and continues to be, invited to provide additional technology services beyond the scope of the data center initiative including:

1. Implementation of additional solutions in all other Client locations throughout the continental U.S. ASI has provided planning, blueprinting/design, project management, and on-site delivery services related to these initiatives nationwide.
2. Data Protection Services: specialized tape encryption services for tracking, monitoring and coding of tape backups.
3. A proposal for Secure Instant Messaging (project expected 2007) for all of the Client's locations nationwide and offshore.
4. Business Continuity Planning, and Improve Backup Procedures.
5. Server Virtualization:
 - a. Integrate part of their Disaster Recovery Plan.
 - b. Consolidate a considerable amount of their existing and expected future work-loads.
 - c. Increase Average Server Utilization.
 - d. Lower overall hardware footprints and associate costs.

Results Delivered by ASI

ASI was cited by the Client as being a true business partner in the entire implementation. According to the Principal Partner of the Client company who leads their Information Technology Group:

“ASI took on the (entire) project... and directly collaborated with (the Client) to bring it to fruition. There were many obstacles and tight schedules to contend with, but ASI made sure the process went as smoothly as possible. It was apparent to us early on that ASI treated our Data Center initiative as more than just another project. They took a personal vested interest in the project which is, unfortunately, a rarity these days with (technology) vendors. Without this type of involvement, there was no chance we could have met our deadlines. The support from ASI did not end when they completed the implementation. They were on hand for our go-live date to ensure things ran smoothly and help iron out any issues that came up.”