

# Case Study:

# Partner Offers User Ready IT Solutions

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**ISO 9001**  
**ISO 13485**

#### HEADQUARTERS

23400 Industrial Park Court,  
Farmington Hills, MI 48335

[dccit.com](http://dccit.com)

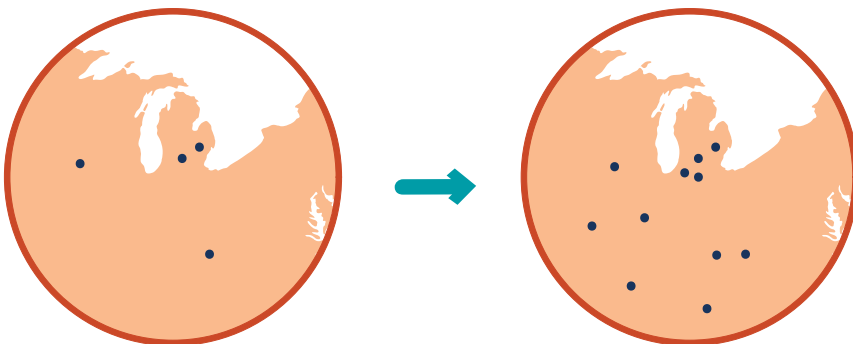
248-473-2200 or  
866-257-2111

## Overview

Delays. Stress. Weeknights and weekends spent working. One of our clients, a real estate company that grows by acquisition, used to manage all IT internally before partnering with Dynamic. Managing IT isn't their core business and they had to scramble every time the business experienced growth. They would pull in staff from the help desk as well as non-IT departments including finance and customer service to set up workstations for new employees. The cobbled-together teams would work long hours on ad hoc assembly lines in their office hallways.

Anticipating continued growth, the company hired new IT leadership to meet increasing demands. Just weeks into the work, the Director of Network Operations faced a serious challenge. The real estate company was growing fast — they began 2016 with 260 properties across the U.S. and acquired a 104-property company in June, making them among Michigan's fastest growing companies. The company they acquired needed 360 workstations, and on top of that, they hired another 250 people to manage the acquisition during the same period. They all needed workstations as well. As a result, the company nearly doubled in size in just two and a half months! This was the tipping point.

Figure 1. Real estate company doubled in size



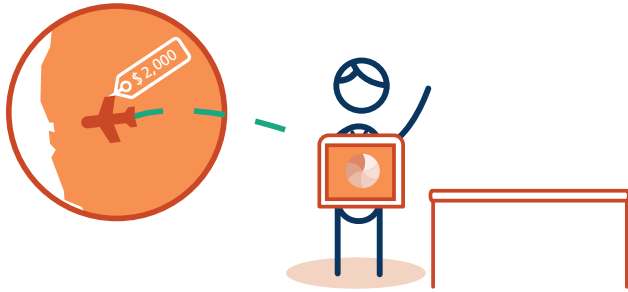
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## Taxing Deployment Process Wastes Resources

Historically, the company's IT deployment process was inefficient and time consuming. It was especially painful for employees trained in other areas. Time was lost in procuring and purchasing IT software and hardware they didn't have stocked, and the entire process was complex and inefficient, taking up to three weeks to deploy.

Demand for user ready IT at a new location would take at least one person out of the regular workflow for up to three weeks. Here's a step-by-step deployment scenario that an IT staff person – let's call him David – would typically experience.

Figure 2. Client's process before partnering with Dynamic



1. The team receives late notice about an acquisition, and David travels on a red-eye flight to survey the new site.



2. After a couple days, David returns to the headquarters to order the required equipment.



3. Once the IT hardware arrives, a complicated and time consuming process begins with IT and non-IT staff configuring workstations for the new site.



4. David travels back to the new site to install the workstations.



5. When he returns, David has to attend to all the work that he's missed over the past couple weeks.

## Three Challenges

Our real estate client's deployment process was slow, expensive, and overly complicated before we began working with them. Here are three reasons why:

- 1. Demand for user ready IT was an unwelcome interruption.** Our client's IT staff typically received late notice of a pending acquisition — often with only a week to mobilize. They have two internal teams that support IT solutions: (1) the technical help desk, which provides support for users both in the field and in their home office; and (2) the systems administration and network team, which provides support for routers and other equipment. Both teams had to stop what they were doing, putting ongoing projects on hold and delaying strategic initiatives to configure new workstations. It was highly disruptive to their normal business operations.
- 2. They didn't have the right processes in place.** The entire process was too complex — it simply took too long and cost too much. Because the staff does not specialize in deploying user ready IT, and because they have other pressing work to respond to, it would take them several weeks to acquire, configure, ship out, and set up systems. They often started from scratch, resulting in multiple images throughout their environment.
- 3. Waste of staff resources. Our client prides itself on hiring expert IT innovators.** They are highly educated IT professionals who value growth, innovation, and creativity, and as such, seek to solve challenges that will have a positive impact within their organization. They are also very aware that their skills can quickly become dated unless they have opportunities to focus on forward looking projects that build their knowledge base and capabilities. Being bogged down in routine, mundane tasks like configuring workstations for new employees was contributing to low job satisfaction.

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## Urgent Need for IT Support

Given the large acquisition of a 104-property company that required 360 workstations alongside the addition of 250 new staff at the headquarters, the Director of Network Operations knew they were going to need outside help to successfully deploy user ready IT.

***"We're not built to do that. We're built to solve business problems. That's how our internal IT team is structured; we're not built to do those commoditized tasks."***

- Director of Network Operations, Real Estate Company

In his search to identify an IT deployment vendor, he reached out to several well known IT providers, including a multi-national OEM. It became apparent that as a manufacturer, that organization didn't have the infrastructure for a customized deployment of this scale. As a company that specializes in asset and life cycle management, and who makes user ready IT its core business, Dynamic was able to mobilize quickly to meet their needs.

Once the real estate company became Dynamic's client, we were able to handle this entire process in a quality controlled manner and complete the entire deployment in just 30 days. The client's full internal integration took under 12 weeks.

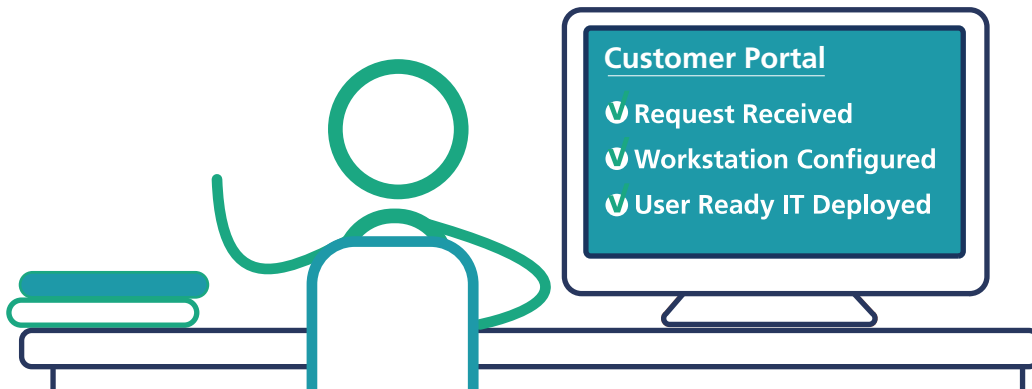


## User Ready IT Process Defined

In order to more effectively manage IT deployment, Dynamic set up a customized Customer Portal that serves as a one-stop shop for all our communications and documentation with the client. The Portal contains all agreed terms and conditions, it's where we preconfigure standards for all orders to ensure compliance and accuracy, and it's where all equipment specifications and information is housed.

The Customer Portal allows for greater transparency into our process and ensures that our client is always up to date on the status of a project. It also allows our client to communicate with us anytime with questions about a project, including for all deployment requests.

Figure 3. Client monitors deployment through Dynamic's customized Customer Portal



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## IT Resources Redirected

As our client transitioned to working with Dynamic, their internal IT teams were initially concerned about the stability of their jobs. Deployment took so much of their time and energy, they feared that outsourcing would put their jobs in jeopardy.

In fact, the opposite has been true.

Since partnering with Dynamic, the technical help desk team's biggest challenge has been in restructuring their workflow back to what it was originally intended to be: solving technical issues out in the field and being available to the community when they're needed most. The team still supports user queries, as well as troubleshooting applications and hardware, but they no longer have to handle deployment.

Now, requests for replacement are fielded through Dynamic. We handle all acquisition, configuration, and shipping direct to the location. In order to facilitate that process smoothly, we keep inventory on hand so that our client never has to wait for an order to come in. Dynamic

shares a site-to-site VPN with our client so we can configure the devices and join them to the client's domain without delay, and over a secured connection. Each newly deployed workstation has the image on it, driver installed, and all network drives configured and ready to go. When a user gets their workstation or laptop all they have to do is change their password and they are ready to go.

Dynamic also manages the disposal of retired equipment, whether that's equipment from acquisitions or simply equipment that has reached the end of its life. If something breaks, Dynamic handles any repairs. We determine on a case by case basis if it is a warranty repair that the manufacturer can fix, or if it's out of warranty and we can handle it in house. When something is beyond feasible repair, Dynamic disposes of the device and replaces it.

***"We never find ourselves in a situation where we have a piece of equipment fail, and we don't have anything in reserve to deploy in its place."***

- Director of Network Operations, Real Estate Company

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## B2B Partnership Yields Results

As our work together continues, Dynamic has been able to cut deployment time for individual workstations from three weeks to just 2-3 days! A one-stop shop for our client's IT needs, Dynamic configures, tracks and ships IT systems, tracks all licenses, service tags, and warranty information, and handles break-fix repairs as needed. As a result, the client no longer experiences stress, delays, or has to take on a messy makeshift in-house assembly process. Moreover, their internal IT team now has the capacity to take on enterprise wide projects.

***"We would have not completed had we not had Dynamic involved in this. I don't know what impact that would have had to our business, it would have been catastrophic, though."***

- Director of Network Operations, Real Estate Company

With Dynamic's help, this fast growing real estate company has transformed its operations. They've been able to complete projects that have been on the books for several years. They've grown to house six data centers across the country and are in the process of consolidating those in the cloud and managed hosted environments. Our client's internal IT teams, now free from the burden of handling deployments, are focusing on solving business problems and making future forward innovations. On the whole, the company no longer views IT as a necessary but burdensome cost. They leverage it as a vital component in business strategy and solutions.

## About Dynamic

At Dynamic Computer Corporation, we believe that trust is the foundation of successful partnerships. We earn trust through transparent processes, honest communications, and excellent work. These values have guided us since our founding in 1979, and are today reflected in our IT solutions.

Over the years, Dynamic's commitment to nurturing strong partnerships has helped us consistently win high customer satisfaction. This has resulted in 98% repeat business.

Whether you're breaking ground in emerging markets or increasing the impact of legacy industries, building a meaningful partnership will benefit your business with short-term wins and long-term growth. Help your IT team focus on business needs. Lean on Dynamic to provide user ready IT.

Figure 4. Dynamic's solution ensures clients have the IT they need

Q-wrx<sup>SM</sup> guarantees user ready IT. Our clients think of us as an extension of their company. We work with clients to relieve the day-to-day IT tasks so their IT team can innovate.

