

## IT PRODUCTS

A MANUFACTURING  
SUCCESS STORY

# A “REFRESHING” DIFFERENCE



## ITsavvy and IBM Cost-effectively Exceed Customer’s Expectations.

A nationwide manufacturer of trucking equipment based in Chattanooga, Tennessee, needed a data-center refresh so their networking capabilities would be able to efficiently keep up with the latest technology and keep their geographically widespread locations marching together in steady cadence. Plus, they wanted to be sure no money was wasted. They needed IBM’s data center efficiency and availability of resources to help with their forward-thinking strategies to address current and future storage issues of the growing company. According to Jon F, their IT operations manager, the company had previously worked with ITsavvy because “they gave us really good pricing and very quickly.”

Choosing ITsavvy for their data-center refresh seemed like a no-brainer to Jon. So he was disappointed to learn that ITsavvy was not certified in the particular IBM technology that his company required. This client had no choice but to go with a different vendor, which did not go smoothly. “That rep quit right in the middle of the day with no warning and it was right at the end of the quarter. It caused a lot of hassles that took two weeks to straighten out,” says Jon.

### OVERVIEW

#### Industry

Manufacturing

#### Client Profile

This trucking and towing equipment supplier based in Tennessee is the world’s largest manufacturer of towing and recovery equipment for jobs massive and small; they respond to needs nationwide from geographically far-flung locations. From sporting events to rescue operations to transport, their products are everywhere.

#### Business Situation

Networking capabilities were stretched thin as a result of tremendous growth. They needed a data-center refresh so they could take advantage of both their growth and the newest technologies.

#### Solution

ITsavvy and IBM worked together to smoothly update the company’s servers and storage at a reasonable price—with no business-operations interruption.

#### Benefit

- > Best pricing
- > Enhanced agility
- > Continuous, ongoing support



## Expertise is the Ultimate Differentiator

ITsavvy rose to the occasion by going through the IBM certification process so that they would be prepared to sell their client IBM power servers and IBM storage when the opportunity again arose. "This year, we were able to work with ITsavvy's Jason Kubian and everything ITsavvy handled for us has gone smoothly," Jon says. "We received pricing that was in alignment with our objectives that allowed us to meet our budget goal."

To get the ball rolling, Jon called Jason, ITsavvy's client executive, who says, "I worked with four IBM engineers who, once we had the required IBM certifications, were able to assist us and took the project to the next level. They did the configuring, and we were able to put together the best pricing structure that met the client's needs, which was then approved."

In addition to supplying the expertise of its technical engineers, IBM evaluated the client's needs and ended up installing not only power units, xSeries servers, SAN Volume Controller units but also IBM Storwize V7000 Unified Storage. Long term, the IBM engineers and ITsavvy client executive team are integrated and aligned to support and mitigate customer issues.

Optimal business opportunities involve repeat business, and this one is no exception. "The refresh process needs to be repeated every three years or so," says Jason at ITsavvy. "And this project also opened the door to another, differently timed opportunity. It was a great experience working with the IBM group and our client was happy with the price and process. The client was able to save enough money while adding in other items they didn't think were within their budget."

### FOR MORE INFORMATION,

please contact an ITsavvy Client Executive.

#### ITsavvy

855.ITsavvy (855.487.2889)

Info@ITsavvy.com

ITsavvy is an end-to-end value added IT product and solution reseller with offices nationwide. With 99% of in-stock orders shipping same day and \$8 Billion in daily inventory, we fulfill our client's needs and deliver peace of mind.

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Jon F., IT Operations Manager,  
Manufacturing Industry

## The ITsavvy Solution

### HARDWARE

- IBM V700 Storage unit
- IBM Power 720 and 740 units
- IBM X3650 M4 and X3500 M4 servers

### SOFTWARE

- IBM Feature on Demand
- IBM Power VM Enterprise Edition
- STB extra storage

### PARTNERS

- IBM

