eNSYNCH
WHATEVER IT TAKES

INILEX™
The Power of Knowing

OVERVIEW

Business Profile
- Provider of Global Positioning Systems (GPS) technologies
- Fast-growth company: 208% over 3 years

Size
Small Business
- Over 10,000 application users
- IT department of 3

Business Challenges
- In-house server and applications management
- Time spent maintaining IT environment rather than on developing new products
- Maintaining 24x7 website uptime
- High IT operational costs
- Redundant power

Solution
Ensynch's EnDemand™ Suite of Managed Services
- Disaster Recovery and Data Back Up
- Remote monitoring
- Managed Hosting of its servers
- Managed Security

Results
- 99.97% network availability
- Significant cost savings
- IT resources now being used for development of new software/ technologies

For more information on how Ensynch can support your organization contact sales@ensynch.com or call 1.866.ENSYNCH (367-9624)

How Inilex Ensures "The Power of Knowing" Round the Clock:

A Customized EnDemand™ Managed Services Solution

BRIEF

Inilex, a leading web-based provider of intelligent mobile location-based services was growing rapidly. Its IT department of three was singularly focused on managing IT infrustructure and web-based applications, leaving no time to develop new products and software.

The company was forced to become firefighters, spending most of their time and resources reactively responding to daily issues. Faced with the work and difficulties of managing its own servers, Inilex knew it had to partner with a reliable organization that provided fully managed hosting services. As a web-based solution provider, any system downtime meant lost revenue and angry customers. For Inilex, building its own data center was not an option.

Inilex's initial goal: to reduce downtime that affected its customers' ability to access the company's web-based Global Positioning Software, the core of Inilex's service capabilities. Leveraging Ensynch's EnDemand™ suite of managed services via the Ensynch data center, Inilex experienced an increase in security and reliability of its web-based application with a 99.9% uptime guarantee—an up-tick immediately felt by Inilex's customers.

"We were looking for a place to host our servers because we were hosting them internally and inevitably something would happen when no one was at the office," explains Scott Ferguson, CEO of Inilex. "Plus we needed to have a solid back up and redundant power because our servers had to run 24x7 and we weren't operating 24x7 in a lot of cases."

Ferguson partnered with Ensynch and discovered the comfort of knowing their servers and network that serves their customers were continuously monitored by a team of industry experts that resulted not only in an increase of ROI, but also an increase of business value that will enable Inilex to grow into a leading provider of mobile location-based services in the US and internationally.

BACKGROUND

Since its inception in 2003, Inilex has become a leading provider of affordable, intelligent, mobile location-based services that are run off of GPS tracking devices, application and management software. The company serves a number of industries with their data transfer solutions including service fleet management, trucking and transportation, equipment rentals, modem production, government and marine.

With rapid growth expected to be more than 200% over a three year period, the company faced the challenge of balancing new products and software for a customer base of over 10,000 application users with the typical wear and tear that come with growing pains.

"When we started to develop a model and had to pick and choose what we were going to spend money on, we couldn't spend a lot of money on IT," says Ferguson. "We did the bare minimum just to get to the point where we were commercially ready. Once we got there we knew that we had to do more for our customers because the down time that we experienced was just not going to cut it."

Armed with its goals and its innovative technologies, Inilex was concerned with establishing an IT environment that was reliable, giving its customers access to software applications that allowed them to monitor their assets anytime and anywhere. More importantly they wanted a partner and IT environment that would grow with them and shoulder the burden of hosting and managing its servers. Inilex wanted the freedom and ability to leverage its resources toward revenue-producing activities—like developing new software and services —that will move the business forward.

BUSINESS CHALLENGE

Inilex faced challenges that are traditionally felt by small businesses: balancing growth with its ability to bridge its business, people, process and technology to provide customers with the ability to access its service 24x7.

"Our business model revolves around our website that customers can use 24x7. If the website is not operational round-the-clock, Inilex would not be able to compete in the industry of intelligent telematics," adds Jim Lipo, Senior Administrator for Inilex.

Ferguson examined the options that were presented before him—Inilex needed to hire an IT staff with the capability to consistently monitor its network to prevent downtime. He knew that two more senior IT professionals would have to be hired to prevent downtime at an additional $150,000 of annual recurring cost just for Inilex to maintain an IT environment that they would soon outgrow. "For a small company like ours, we can't have experts in everything—we can't afford it because there are so many different technologies that go into the end service the customer gets," explains Ferguson.

The staff knew they would have to increase security and eventually add a redundant power source to ensure availability of web-based applications. The technology, space and know-how they needed would have placed an additional burden on the already stretched IT team.

"We wanted someone to help us get our entire network into a more robust environment. Ensynch does that and they do it well. That's not our forte, we're really about the software behind the black boxes," adds Ferguson.

Inilex carefully considered the value that Ensynch's managed services offering would bring to the organization. The company's CEO and IT department knew that by partnering with Ensynch, they would receive a team of technical experts that would result in a win-win situation for Inilex and its customers. "The main differentiator was all the other companies we looked at were just hosted solutions, not managed – meaning we still had to manage everything, even if we needed a button pressed to reboot a server," explained Ferguson.

They needed the bottom line assurance that their application and servers were going to be secure and up and running: "Before working with Ensynch, [we] would go home Friday night and no one is watching and monitoring the servers over the weekend. Come Sunday morning, you might realize that it has been down since Friday night," says Ferguson.

SOLUTION

Ensynch developed a tailored solution that leveraged its EnDemand™ suite of managed services to meet the needs and demands of Inilex and its customers. Each service is guaranteed by Ensynch's 99.97% service level agreement that results in a cash refund if the service levels are not met. Inilex's customized highly-efficient EnDemand™ solution consists of:

Managed Hosting—Ensynch fully hosts and manages Inilex's servers and its software and web based applications that leverage Ensynch's state-of-the-art data center. The data center provides a secure, high-speed T1 connection to Inilex's office that allows room for growth as the company introduces new products and software. The solution, developed from industry best practices, allows Inilex to leverage an environment that sustains growth and provides redundant power for its IT infrastructure needs.

Managed Security—"We had firewalls and redundant firewalls before. Were they connected properly? I don't know?" says Ferguson. With Ensynch managing Inilex's servers, Ferguson and Inilex have the peace of mind that their networks are safe and secure from outside hackers and viruses. Managed networks and servers connected to the Ensynch data center include redundant firewalls and intrusion detection services that feature anti-virus and anti-spam software. Networks and servers are proactively monitored to minimize risk of any outside threat to the IT environment.

IP Connectivity Solutions—Ensynch provided Inilex with an optimal infrastructure for reliable high-speed Internet access it needed to maintain 24x7 website uptime and high customer satisfaction.

Remote Monitoring—By connecting to Inilex's IT infrastructure remotely, the Ensynch team is able to assess its servers continually to monitor issues and resolve them remotely before the issues become problems.

RESULTS

The migration to an Ensynch managed IT environment was a two-phased approach. The database was migrated first, followed by the applications and website—with 95% of the transition completed in one day. That meant negligible downtime for Inilex customers during the transition. A year later, Inilex has experienced measurable results in its partnership with Ensynch that include:

99.9% Guaranteed Network Availability—"Our end users don't ask, they just expect it to be up and running," says Ferguson. By leveraging Ensynch's data center and skilled experts, Inilex is able to give its customers what they expect— the comfort of knowing their assets are safe 24x7 and secure with a touch of a button. There are no more fires to put out in the middle of the night or unknown downtime over the weekend, enabling Ferguson to leverage his talented IT team to help produce new technologies that will drive Inilex's business forward.

Trusted IT Advisor—As Inilex continues to experience steady growth, its internal IT department is still stretched in supporting new product development. The Ensynch team has built a strong relationship with Inilex, providing them with advice and guidance, from expert technicians that help the company improve its business capabilities. "We've got a lot of new developments going on, new products coming out, and advanced trouble shooting tools. And Ensynch started helping us with our application software. We've built up that relationship over a year, while other companies would try to sell it to you," explains Ferguson.

Security—By providing Inilex with an army of security functions from antivirus software to intrusion protection to vulnerability assessments, its IT department no longer has its information assets in harms way. Inilex's customers can be 100% confident that their vital information is not only secure but backed up and stored thanks to the Ensynch team.

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SUMMARY

Through Inilex's partnership with Ensynch, they have gained a trusted IT advisor that will grow with the company. By outsourcing its IT department and migrating its servers into Ensynch's data center, Inilex has virtually eliminated unplanned downtime, and moved focus from day-to-day systems maintenance to research and development of new software products. Long gone are the days when their Senior Administrator has to return in the middle of the night on a Saturday night to reboot a server, and that's a boon to company morale. "The uptime of our production servers has increased dramatically and the stability of our internal office network is solid. The response time of Ensynch getting in touch with Inilex IT personnel when a production server is amiss is fast," says Lipo.

The end result is piece of mind and confidence in Ensynch's ability to establish an operationally efficient environment where businesses goals align with Inilex's IT needs. "Funny story, I was working on a production server and it required a reboot. Less than a minute later, Jared, our Ensynch technical expert was calling me to see what happened and if everything was okay—that's remote monitoring, and it's peace of mind for me," adds Lipo.

"You know Inilex could

shut the doors
and leave for a month and
not one of our customers
would be disrupted

because we have redundant power and highly trained experts monitoring our servers 24 hours a day constantly doing the upgrades and managing security."

—Scott Ferguson, CEO of Inilex.

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