ABOUT BSTREET

Founded in 1991, the company has developed a specialization in experiential marketing promotions that allows major consumer brands to build direct connections with customers and injects real energy and interaction into their retail, online and promotional activities.

BSTREET has clearly found traction with the right clients, helping major clients such as Coca Cola, Absolut and Corby Distilleries create truly innovative and engaging marketing promotional campaigns. Their success has driven an enviable pace of growth with the company expanding its geographical footprint to 3 offices in Toronto, London and New York.

> "I don't spend time putting out fires anymore and am free to focus my time more productively on other important operational needs of our company."
>
> Laurence Rivet
> Director of Operations
> BSTREET

BSTREET AND IDEALOGICAL: THE INTERSECTION OF STABILITY AND VALUE

As any small business owner knows, stability is more often than not an elusive state of existence. The demands for growth and opportunity accompanied by the need to carefully watch the bottom line can often mean that remaining stable in business operations is a difficult goal to achieve on an ongoing basis. BSTREET is a company that knows firsthand the benefits and challenges that growth can offer.

Laurence Rivet has been with the company since its early days and in his role as director of operations has witnessed firsthand the demands that rapid growth has placed on the company and in particular the Information Technology platform upon which the company operates.

"It has been a roller coaster ride for sure when it comes to the need to match IT resources to business growth," said Rivet. "We often found ourselves reacting to demand as it appeared and that had an impact on how we expanded and built our IT resources."

As is common in a small business, the company had a mix of hardware and software platforms. While the creative teams operated mainly on the Apple platform, the sales and management teams along with the company's email system were housed on a mix of PC servers, desktops and laptops with both HP and Dell equipment from different eras making up a fairly diversified asset base.

"In my role as director of operations I discovered that as we grew the demands of managing and maintaining our IT platform grew steadily, but the growth didn't always translate into improved management or operational performance," said Rivet. "The stability that we had with Macs in our creative department was not equally matched on our business and operational side. That created problems for everyone - especially when email went down or desktop or laptop systems needed updates or upgrades. It was an issue that was consuming an increasing amount of my time but was not delivering a corresponding benefit."

BSTREET's technology setup was ready for an overhaul when Rivet was approached by Idealogical Systems with a proposal that offered to create real stability for them in their IT platform. Idealogical suggested a business relationship that had the innovative IT solutions provider taking ownership and responsibility for managing and future proofing the BSTREET computing platform.

Idealogical specializes in meeting the IT and Network needs of Small and Medium Sized Businesses in the Greater Toronto Area. The company started out in 1999 and has grown year over year to more than 12 employees serving over 20 business clients throughout the GTA. From its inception Idealogical has always had a driving focus on meeting the unique needs of the SMB market. Idealogical was quickly able to recognize BSTREET's technology infrastructure issues and develop an effective solution for them.

WE BRING CONFIDENCE TO SMALL BUSINESS INFORMATION TECHNOLOGY.

BSTREET AND IDEALOGICAL

"When we first met Laurence and heard his situation we knew right away that the biggest challenge he faced was stability," said Wayne Westernacher-Schneider, Vice President, Technical Services for Idealogical Systems. "Their exchange server was going down once a day and it was capped at 75 GBs. Desktops were not standardized and older units had outlived their practical operational benefit, creating more maintenance work by their diminished performance."

Idealogical recommended that BSTREET move to a Managed Services Agreement scenario that would put Idealogical on the firing line for maintenance, upgrades and overall platform performance. Idealogical would broker the 3rd party apps relationships for BSTREET in addition to managing their network and installed base for a standardized monthly fee. A managed services approach would deliver stability while ensuring back up consistency, network reliability and standardization on new server, desktop and laptop units that would put everyone on the same page while delivering improved performance.

"When we take the step to own accountability for maintaining performance we are in effect taking ownership of problems on our end so we are well motivated to invest in the best computing platform that maximizes performance and minimizes the need for maintenance," said Westernacher-Schneider. "For that reason we made a business decision long ago to standardize on Lenovo."

Idealogical has found that when compared to other options Lenovo provides a superior solution. From their perspective, many of the other competitors don't provide the level of consistent stability and reliability that is needed to deliver the best network performance. With Lenovo, general reliability is very high and the innovation of products such as the ThinkPad sets the standard in the industry while others tend to follow behind.

"One thing I find handy is the Lenovo toolbox that allows us to assess the BIOS and the warranty on a unit right at the machine level making discovery and support fast, simple and easy to achieve in a remote management scenario," said Westernacher-Schneider. "We can get a summary of all the machines at once for something such as looking for the correct set up to searching for the last update of required drivers. That - along with automatic monitoring - is something that is unique to Lenovo and delivers everyday benefits to our managed service customers."

> "The benefit of having my time better allocated has made a real difference to our performance as a company."
>
> **Laurence Rivet**
> **Director of Operations**
> **BSTREET**

The stability has led to not only a more stable IT platform but a happier and better deployed director of operations. As Laurence Rivet notes, the change has allowed him to spend more of his time on future planning in IT and other areas of the business and has made him better able to serve BSTREET's growth and expansion.

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> **Wayne Westernacher-Schneider**
> **Vice President, Technical Services**
> **IDEALOGICAL SYSTEMS**

"I don't spend time putting out fires anymore and am free to focus my time more productively on other important operational needs of our company," said Rivet. "As BSTREET expands into a New York office this year, the benefit of having my time better allocated has made a real difference to our performance as a company."

KEY BENEFITS

- **Platform Stability**
- **Network Reliability**
- **Improved Performance**
- **Reduced Maintenance**

FOR YOUR SOLUTION

For information about how Idealogical Systems can help your business, please contact us today.

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