



## Case Study

### Gung-Ho Company

*“We’re no longer concerned with the day-to-day maintenance of our IT infrastructure and can instead continue to improve upon our manufacturing and distribution solutions.”*

*John Wade, CEO, Gung-Ho Company*

Gung-Ho Company manufactures and distributes printed material such as books, manuals, and packaging, as well as software and other media for a wide variety of customers. Gung-Ho also offers order fulfillment and distribution services to expedite sales to end-user customers.

#### Challenge

Gung-Ho Company’s CEO, John Wade, has worked in the manufacturing and distribution industry for almost twenty years. Experience has shown him first hand the difficulties that accompany managing an in-house IT infrastructure. “At my previous company, our 30-person IT staff maintained 20 servers dedicated to managing our entire order fulfillment process. The system was expensive, slow, and inflexible,” explained Wade. “We decided to clean the slate with our new company, Gung-Ho. We wanted to ensure we made smart IT decisions that would position our organization for aggressive growth.”

Gung-Ho Company evaluated several enterprise resource planning (ERP) software products to manage their integrated order fulfillment process, before ultimately selecting Great Plains. But the company still faced the task of effectively deploying the application within Gung-Ho’s business environment. “We determined that outsourcing our application to a hosted model would be more cost-effective than handling the IT management internally,” explained Wade. “We needed a provider with the expertise to integrate Great Plains with our planned business structure.”

#### Solution

Great Plains referred Gung-Ho to **ManagedOps.com**, a Citrix iBusiness Service Provider, to host and integrate the Great Plains application with Gung-Ho’s business model. “We selected ManagedOps.com based on the quality of their service offering, and their longevity in the marketplace,” stated Wade. “ManagedOps.com is a reputable company with expertise in integrating and hosting GreatPlains.”

Together, Gung-Ho and ManagedOps.com customized an order fulfillment program to integrate with Great Plains eEnterprise. The result - the Gung-Ho Enterprise Network and Information Exchange System (GENIE). GENIE seamlessly integrates Gung-Ho’s worldwide manufacturing and distribution operations. The Web interface feature of Citrix® MetaFrame® Presentation Server enables Gung-Ho employees to view and manipulate data within GENIE via any standard Web browser.

ManagedOps.com hosts GENIE, as well as Microsoft® Office Suite, which enables users to view GENIE information packaged in text and spreadsheet formats. Gung-Ho’s application infrastructure is conveniently housed and managed from ManagedOps.com’s secure data center.

## Solution Details

### Key Benefits

- ▶ Saved money in IT staffing
- ▶ Gained access to broad talent pool of technology experts
- ▶ Streamlined operations through universal access to centralized order fulfillment system

### Applications Deployed

- ▶ Great Plains eEnterprise
- ▶ Microsoft® Office Suite, Exchange and Outlook
- ▶ SQL Server
- ▶ GENIE (customized order fulfillment application)

### Networking Environment

- ▶ Citrix® MetaFrame® Presentation Server hosted by ManagedOps.com, a Citrix iBusiness Service Provider

## **Benefits**

ManagedOps.com's services have provided a significant return on investment to Gung-Ho as well as access to specialized experts in all areas of IT management. "It was less expensive to outsource our core business applications, than to hire one full-time IT employee," said Wade. "ManagedOps.com's service provides access to a broad range of technical talent including hardware, networking, and firewall experts. We would have had to hire multiple consultants to cover the vast array of skill sets required to build and maintain GENIE in-house."

Outsourcing the company's application management has enabled Gung-Ho to focus on making enhancements to GENIE. "We're no longer concerned with the day-to-day maintenance of our IT infrastructure and can instead continue to improve upon our manufacturing and distribution solutions," said Wade. "New GENIE enhancements can be uploaded to Citrix MetaFrame servers, and are instantly available to all GENIE users."

ManagedOps.com's Citrix-enabled hosting solution provides universal access to Gung-Ho's mission-critical application GENIE, enabling the company to streamline operations and improve service delivery in the manufacturing and distribution space. "ManagedOps.com's Citrix-enabled hosting service positions our company to aggressively compete in the manufacturing and distribution industries," Wade concluded. "The hosting model allows our organization to use top-of-the-line technology, but still remain nimble, providing Gung-Ho Company with a definitive competitive advantage."

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***John Wade, CEO, Gung-Ho Company***

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