



Waident

526 Crescent Boulevard ■ Suite 316 ■ Glen Ellyn, IL 60137 ■ 630.547.7000

CASE STUDY

WRIGHTWOOD CAPITAL

Industry: Commercial Real Estate/Finance

Products, Services, and Technologies Used: Microsoft Office, Microsoft Windows Server 2003, Microsoft Office SharePoint Services, Microsoft SQL 2000 and 2005, Cisco IP phones, Videoconferencing, Codian video bridge and IP VCR, Blackberry devices, VMware Infrastructure 3, Equallogic SAN, Telco and WAN issues

Time Line: Ongoing relationship

STRATEGIC BUSINESS CHALLENGES

CUSTOMER REQUIREMENTS

WAIDENT SOLUTIONS APPROACH

For Wrightwood Capital, becoming a big company fast from scratch was a challenge. Wrightwood's executives had the simultaneous need to finalize a \$700 million capital raise, build new office space, new departments and the appropriate corporate infrastructure. Wrightwood was concerned about selecting a technological solution that best supported their employees and clients without affecting their ability to deliver a cost-effective, high quality service.

Wrightwood's IT requirements were as follows:

- End user desktop support with near real-time response and remote desktop access.
- Broad expertise, such as networking technologies, telecommunications, wireless solutions, and custom software development, to name a few.
- Strategic consulting to convert core business strategies into short and long term technology initiatives.
- Build a long-term business partnership.
- Accomplish everything in an aggressive timeframe.

Wrightwood Capital analyzed the options -- invest in the human capital to rebuild a department or outsource. When thinking about outsourcing, questions arose such as:

- How would internal staff interact with a remote helpdesk?
- Should support be on-site, off-site, or a combination of both?
- Would quality be lessened by outsourcing?
- How would internal system be maintained?
- How would budgets be controlled?
- How could they continue to meet future challenges and grow?

Wrightwood outsourced its technology infrastructure to Waident.

Since Wrightwood was formed in 2003, Waident Technology Solutions has worked closely with key members of Wrightwood Capital's senior management team. Since the beginning, communication has been imperative to ensuring that a virtual, off site, support system was designed that could be flexible during the transition and stable once the company was up and running. And it was essential that an efficient process be established that would keep down-time to a minimum.

At start-up, it was determined that a completely new technology infrastructure was needed to include: networking software and equipment, telecommunications systems, wireless devices, desktop PC's and laptops, updated core applications for business units, corporate accounting, and contact management.

Once deployed, it was decided that the infrastructure must strategically support Waident's employees with a goal of minimal downtime and an aggressive embrace of leading edge technology.

Waident Benefits

Waident Technology Solutions developed and implemented a strategic technology plan for Wrightwood Capital.

- Implemented a helpdesk support system for all end users to obtain personalized support by Waident technicians which brought substantial saving to Wrightwood Capital in lieu of hiring their own people.
- Implemented a hosted IP telephony solution enabling them to keep their existing phone equipment with minimal up front capital expenditures while cutting their historical telecommunications budget by over 40%.
- Ordered, installed, and configured all necessary equipment including desktops, laptops, servers, and networking systems.
- Installed and configured the requested Microsoft server and desktop applications including SQL 2000, Exchange 2003, and CRM.
- Installed a management reporting design and creation for the new core business systems.
- Upgraded wireless devices with Blackberry cell phone PDA's and installed the Blackberry Enterprise Server, cutting wireless expenditures nearly in half, while delivering a richer more productive experience.

Success Factors

Several factors were critical to the success of this project:

- **Adaptability is key.** Waident's internal systems and processes enabled very flexible solutions that provided support and services the way Wrightwood Capital wanted and needed them to be.
- **Be a strategic partner.** By actively participating in Wrightwood Capital meetings, Waident is now fully integrated as part of the organizational structure. In essence, Waident acts as the CIO for them.
- **Chance favors the prepared.** Waident built in redundancies and set reasonable expectations to communicate regularly throughout the process.
- **Serve as a change agent.** People do not usually embrace change. Waident built in an emotional context into their plan that helped Wrightwood Capital employees be prepared to deal with the changes. In addition, all levels within the organization were involved in the transition from the old to new technology systems.
- **Look ahead.** Waident considered the imminent needs of Wrightwood Capital as it was forming its new business, while always considering the costs and efficiencies of tomorrow.

Today

In the years since its formation, Wrightwood has grown more than 4 fold, with over a billion dollars in activity and has people spread across the country. Throughout this period, Waident has supported Wrightwood's growth by providing ongoing technical support and strategic counsel. Waident has continued to align strategy and technology and ensures that all Wrightwood's employees achieve maximum benefits from their use of technology.

For Wrightwood Capital, IT was not a core business competency. In Waident, they found a strategic partner that could help them achieve their business objectives. Waident Technology Solutions was chosen because they delivered an efficient and cost effective IS department solution, while helping Wrightwood Capital to achieve their core business objectives

ABOUT Waident

Waident offers remote and onsite support for anything that touches your network or is critical in anyway to the productivity of your employees - this includes desktops, software including Microsoft Office questions, laptops, networks, desktop software, iPods, cameras, smart phones, VPNs, routers, servers, wireless/handheld devices, printers/copiers, IP phones and other critical technologies. We're a help-desk, technology advisor and strategic IT counselor rolled into one affordable package.

For more information on Waident Technology Solutions, contact us today at www.waident.com.