



SPECIALTY PRINT COMMUNICATIONS



From left to right: Jeff Schullo, CIO, Adam Rasmusson, Network Administrator

# Specialty Print Communications

## CUSTOMER SUCCESS STORY



### COMPANY PROFILE

Specialty Print Communications is a print and direct marketing company with three locations across the United States, serving their customers for over 13 years.



### SOLUTIONS / SERVICES

- Evaluation of Existing Environment
- Exchange Mail Server Implementation
- Small Business Server Implementation
- Upgrade to Microsoft Essential Business Server

### About Specialty Print Communications

Specialty Print Communications (SPC) is an independent, family-run national print and direct marketing company. With three locations across the United States, SPC has been experiencing exponential growth as a complete direct mail production resource. With a broad range of capabilities and best-in-class equipment, Specialty Print Communications pride themselves as being a single-source solution, allowing their clients to save both time and money.

### The Challenge

Specialty Print Communications was experiencing tremendous growth at their Illinois facility. With over 50 users on workstations, Specialty Print Communications struggled to keep their open source applications and home built servers and workstations up and running properly. The mixed environment of Microsoft and open source operating systems and software, along with the fact there was no accurate systems documentation from previous employees, made it extremely difficult to manage their systems and effectively respond to day-to-day needs. This was further complicated by the fact that the end user environment varied in the use of various email clients, as well as the lack of file management.

With the number of employees growing rapidly, SPC needed a scalable solution that would address their unreliable hardware problems, consolidate their server solutions to a single platform, and standardize the methods that the employees used to manage their email and files without increasing the number of IT staff members.

### The Solution

ZY Assets, a division of ZY Solutions Corporation, addressed the issues and concerns with a multi-pronged approach to provide a comprehensive solution. The current environment was evaluated and recommendations were made on how to migrate from their current deployment to a more unified solu-

“The solution they provided was scalable and allowed us to respond to growth. Our uptime is significantly better and our system is very stable now. ZY Assets was responsive and easy to work with.”

Jeff Schullo  
CIO, Specialty Print Communications

tion. Care was taken to minimize the impact of the systems changes to SPC's users so that the upgrade process had minimal impact on the business.

ZY Assets worked with the IT staff at Specialty Print Communications to plan and purchase proper hardware and software. Microsoft Small Business Server was selected as the platform for email, user management, and file share hosting. A domain was created to allow the centralized management of SPC's user information, and existing machines were added during the transition phase. New Dell equipment was phased in over a number of months to replace unreliable, home-built equipment. Email systems were live migrated to Exchange, allowing the use of both SBS Exchange as well as their existing open source mail server, simultaneously during the migration. User files were migrated to the SBS Server as well, giving the SPC IT staff and users a level of file protection not previously available. SBS Server's mobility functions were enabled allowing webmail, phone and "Outlook Anywhere" access to Exchange, delivering a new level of mobility to the SPC users.

The server solution was implemented over a two week timeframe and the end users experienced minimal impact, because downtime was limited to off-hours and weekends. With the new solution in place, Specialty Print Communications had room to grow in both users and file space.

Two years later, when Microsoft SBS Server's 75 user limit became the bottleneck for SPC's IT Staff, ZY Assets came back to assist with SPC's transition to Microsoft's Essential Business Server which grew their solution from a single server to a four-server solution, supporting up to 300 users.

"ZY Assets worked with our team to address concerns and helped instill best practices," stated Jeff Schullo, the Chief Information Officer at Specialty Print Communications. He went on to say, "Due to the fact that the solution leveraged standardized systems, Specialty Print Communications can easily access expertise from both ZY Assets and Microsoft when needed."

### The Results

Specialty Print Communications now has well over 100 users, and the solution ZY Assets provided allows them to respond to growth and add new capabilities to their business. Even though the number of users has doubled, Specialty Print Communications has also been able to reduce their IT staff to one full-time person. The stability of the system has also immensely improved resulting in increased productivity from both the IT department, as well as the users on the new system.

"Our uptime is significantly better, and I can't put a number on that. We're not doing reboots. We're not putting Band-Aids on our systems anymore. Were able to do it right the first time, and not just get by, because we were just getting by before," stated Jeff Schullo.