



Bound to Stay Bound

boosts technology efficiencies with LRS' help.

Bound To Stay Bound (BTSB) supplies hardcover juvenile books, media products, and related services to libraries across North America.

A third generation, family-owned business, BTSB employs over 250 people and has sales representatives nationwide. They bind books, maintain an inventory of two million volumes, and service all accounts from their home office in Jacksonville, Illinois.

Programming development is managed completely onsite for all applications, including Customer Relationship Management, Data Center, Website Development, Manufacturing Operations, and Product Tracking.

THE NEED:

Increased website stability and decreased maintenance costs

Operating with Compaq hardware, BTSB was ready for a change. In order to host a reliable website and continue to offer an array of customer services, they needed to upgrade their outdated equipment. As their customer base and inventory volume grew, so did the need for increased speed and reliability. With 80% of orders created

and/or submitted using their online store, reliability of the servers is crucial to business survival.

In addition, the outdated equipment generated significantly high annual technology maintenance costs. This included costs associated with hardware maintenance and employee time dedicated to maintaining the outdated infrastructure.

According to Joe Agner, BTSB's IT Manager, too much of his employees' time was spent on outdated technology. "Books are our focus. We simply use technology to make the book buying experience better for our customer." He needed his team working on the future technology that would support BTSB's business goals.

Ultimately, BTSB required a solution that decreased overall infrastructure expenditures while providing customers consistent access to volumes of data and services.

THE CRITICAL NEED:

A dedicated IT partner with experience and knowledge

As a medium sized company, BTSB needed a technology partner they could trust to provide information, options, and solutions. Agner immediately knew to contact LRS' IT

Solutions for help in investigating the right solution to the issues that faced their infrastructure. He had previously worked with the LRS IT Solutions sales team in 2002 when migrating from a mainframe to a server environment.

Agner believes, "The LRS IT Solutions team is a

complete technological resource for me – one that I consider an extension of my own IT Department."

SUMMARY OF SERVICES

- ❖ Analyzed existing infrastructure
- ❖ Educated client with options
- ❖ Installed hardware and software
- ❖ Solved unforeseen challenges
- ❖ Trained client to ensure optimal use of equipment
- ❖ Consulted with client for future needs

Bound to Stay Bound

boosts technology efficiencies with LRS' help.

THE SOLUTION:

Upgrades to the latest in server and virtualization technology

LRS IT Solutions first met with BTSB to analyze the current infrastructure and review their corporate needs and goals. The next step included educating Agner with detailed information associated with their solution recommendation.

From a hardware quality perspective, Agner chose the IBM product, because he was impressed with what IBM products offer. Agner is a firm believer that a company's infrastructure is part of "the total business solution," not just hardware.

LRS IT Solutions installed a complete, cost-effective solution for BTSB. In addition to upgrading the server to IBM's BladeCenter, the LRS team implemented VMware virtualization software.

The LRS IT Solutions' customer promise includes dependable service and support. Even when the uncontrollable happened, the LRS IT Solutions Tech Team overcame any challenge that presented itself.

"I have always been impressed with the LRS IT Solutions sales and technical teams. They are true professionals," says Agner. BTSB knew that by securing the help of LRS IT Solutions, they would be supported from beginning to end.

THE RESULT:

A seamless technology experience with reduced overall costs

LRS IT Solutions addressed BTSB's needs by creating a platform for a reliable, accurate

customer website experience and internal operations performance.

"Every aspect of the company and every customer touches the BladeCenter servers," notes Agner. His decision to upgrade their technology environment was more crucial than ever to both senior management and BTSB's business growth.

After installing the BladeCenter servers, BTSB discovered more business benefits than originally expected in their initial investigation. BTSB previously ran six production servers and two test servers. Each server hosted multiple applications, and if one application locked, it affected every other business application on that server as well.

"Now, through virtualization, we can isolate our applications on dedicated servers whenever appropriate," Agner said. Customers and internal personnel see seamless interaction with their website as well as other business functionality.

In addition, VMware facilitates separate test environments for program developers. Since BTSB does all programming on-site, virtualization enables new programs and enhancements to current programs to be accurately tested before general release. Agner is pleased that his IT crew can once again focus on the future for BTSB's technology, not simply keep outdated technology alive.

BTSB and Agner are completely satisfied with the results of their new infrastructure. The BladeCenter servers allow room for expansion, and they are now investigating the option of installing thin clients with the assistance of LRS IT Solutions.



- ❖ Equipped customer with current IBM technology
- ❖ Built a reliable platform for all business operations
- ❖ Reduced technology-associated costs, including financial and time management
- ❖ Separated business applications to run on separate servers
- ❖ Created test environment for new programming applications

SOLUTIONS

- ❖ Complete IT solutions, including server consolidation, storage management, business continuance services, and disaster recovery planning
- ❖ Full-service consultation from education and research to installation and training
- ❖ Professional sales staff and knowledgeable technical teams
- ❖ Nearly 30 years of experience in implementing IT solutions
- ❖ IBM Premier Business Partner