ViaWest Enables SaaS Provider to Focus on Their Core Business, Not on IT Infrastructure

VIAWEST SERVICES
Colocation, Database Administration, Security Management

Scenario
Performance and reliability is essential in the highly detailed and competitive world of Third Party Logistics (3PL) and Warehouse Management. Miss a shipment deadline due to a computing error and a 3PL could lose a customer or at a minimum be penalized with an expensive charge-back.

The Cadre Enterprise Logistics software suite designed and marketed by ViaWest customer and partner Cadre Technologies (Cadre) helps its 3PL customers manage the full spectrum of their activities, assets and facilities. The software enables 3PL providers to streamline their business operations and remain efficient and competitive to allow their end customers highly reactive functionality and state of the art software. Delivered as a Software-as-a-Service (SaaS) product, the software suite allows Cadre’s customers to fulfill orders for their customers. The systems provide access to thousands of customers processing thousands of order and inventory details every day. Services include advanced shipment notifications, inbound orders, warehouse work orders (receiving, location, order picking, and packing), outbound shipping to retailers and consumers and LTL/TL shipping services.

Over the years, as Cadre grew, the company’s leaders realized the need to find an outsourcing partner to assist in the management of their IT infrastructure. Employees needed the ability to focus their efforts fully on the continued refinement of their software product, instead of managing IT infrastructure. “We’re a software development and solutions company, not a hosting company,” Raymond Fuller, VP of Engineering & Operations, explained.

Business Challenge
The data center that had hosted the company in the early years delivered the resources that supported Cadre’s IT environment through many third party providers. Although they were slightly less expensive than other major collocation providers, Cadre needed a higher level of service and oversight of the infrastructure, including database administration, security management and scalable system resources. It also needed to eliminate the possibility of downtime for its customers. “When a system is down, warehouses are out of business and cannot ship orders,” Roger Rountree, VP of Marketing and Business Development leader explained. “Missed deadlines mean lost business and penalties.”

Beyond the cost of downtime, managing the budgeting and procurement of IT equipment and software exposed another hidden cost that Cadre bore in their colocation environment. They had more than reached the point of diminishing returns in the self-management of their Software as a Service (SaaS) infrastructure when they decided to seek out a managed services provider. “For all the budgeting headaches we had to go through buying capital equipment and capital software, procuring and maintaining software and hardware service contracts, as well maintaining multiple contracts with each provider and vendor, the decision to move to a managed services provider was money well spent.”

-Raymond Fuller, Cadre Technologies VP of Engineering & Operations
CASE STUDY

Cadre Technologies

INDUSTRY CASE STUDY

each provider and vendor, the decision to move to a managed services provider was money well spent,” Fuller said. “Our customers demand the highest levels of service, reliability and professional IT resources and that is what ViaWest provides.”

Solution

From the point of initial contact, ViaWest responded to Cadre’s need with a collaborative team effort. That collaborative spirit blossomed into an official partnership between Cadre and ViaWest, as ViaWest assumed a “preferred hosting vendor” role with the company. Cadre’s leaders recognized the added value that ViaWest’s rock solid infrastructure coupled with ViaWest engineers’ deep technical knowledge of the Cadre Enterprise Logistics software suite brought to their own customers.

They also recognized the value that ViaWest’s responsive customer service could provide to their clients, as they had several first-hand experiences with the ViaWest Network Operating Center (NOC) team for support. “For example,” Fuller explained, “about a week before we did our final conversion from our former data center to ViaWest, we put in 22 technical support cases to the ViaWest NOC team. They followed up instantaneously to each request, asking questions and clarifying our needs. They also set up database monitoring and created the necessary verification schemes pro-actively. We didn’t even have to ask, but started to receive automatic notifications on the monitoring.”

That kind of proactive customer service is one of the reasons Cadre entered into a partnership arrangement with ViaWest. The company’s leaders realized the immense value ViaWest customer service, coupled with the rock solid IT infrastructure of ViaWest data centers, could bring to their clients. “Cadre Technologies customers do not necessarily have the IT staff to efficiently host and implement our software, but with ViaWest as out preferred hosting provider, customer implementations go much more smoothly,” said Fuller. “Often, if our customers pick another hosting company at which to host their software, they end up under-sizing or over-sizing the whole infrastructure, stretching out their ‘time to go live’ unnecessarily,” Rountree added. “And, by using the ViaWest infrastructure, our customers can also take full advantage of the ability to scale their IT environment on demand as their needs change. It is very important to have a strong technology presence between Cadre, our customers and the ViaWest team.”

“We have an implementation teams that goes out to our customer sites. When they walk in door, if they find infrastructure that’s not what they expect, it takes time and money to correct, which lengthens the implementation cycles. When our customers choose ViaWest as their hosting provider, they can be assured of a standardized configuration that is properly designed for our software. Our team can go right to work implementing our software instead of building the customer’s infrastructure,” Fuller said.

On an on-going basis, ViaWest also provides continuing education to Cadre’s software user group to share their knowledge of Cadre Enterprise Logistics software, such as how to tune the application, or how to implement just the core software in order to shorten the time to ‘go live.’

“Outsourcing your IT infrastructure is really no different than outsourcing your logistics,” Rountree explained. Cadre’s customers who utilize ViaWest hosting in conjunction with the Cadence Enterprise Logistics software suite have realized the value of that combination is greater than the sum of its parts. “If you add everything up: labor, benefits, space, power, cooling, servers, software, licenses, it’s not possible for a company to host its SaaS product less expensively than ViaWest does. Considering everything,” he said, “it’s highly competitive solution.”

WHY VIAWEST

ViaWest is the leading colocation services provider in North America, with a comprehensive suite of fully compliant environments, including premium wholesale and retail colocation, private and public clouds and managed services. Enabling businesses to leverage both their existing IT infrastructure and emerging cloud resources, ViaWest delivers the right balance of cost, scalability and security. With a team-based account management approach and 100% uptime guarantee, ViaWest offers tailored solutions designed for maximum reliability and flexibility. For additional information on ViaWest and its Tier IV design-certified data centers, please visit www.viawest.com or call 1-877-448-9378. Follow ViaWest on LinkedIn and Twitter.