



Company: MasterLink

Headquarters: Menomonee Falls, Wis.

URL: www.emasterlink.com

Employees: 50

Key Market Verticals: Healthcare, finance/insurance sector, manufacturing and service industries

Specializations: MasterLink provides IT-related business consulting services with a focus on risk management and driving business solutions through people, processes and technology.

Business Challenge: MasterLink was entrusted with a difficult mission: Replace and upgrade all the leased routing and switching equipment at more than 30 pharmacies throughout the United States and Canada in less than three days.

Solution: To meet client expectations, MasterLink needed to team with many qualified Cisco switching and routing engineers across North America to provide feet on the street at multiple customer locations. By calling the Ingram Micro Services Network (IMSN), MasterLink was able to recruit 27 Cisco networking engineers in record time, without missing a beat on service delivery and pricing.

Results and Customer Benefits: With the help of the IMSN, MasterLink was able to cost-effectively perform a multi-city deployment in just three days — without any strain to other client work.



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CASE STUDY: MASTERLINK

MASTERLINK STRENGTHENS CLIENT RELATIONSHIP WITH HELP FROM THE IMSN

MasterLink has developed a strong and long-lasting relationship with its customer, a large global company with several spin-off companies and pharmacies throughout the United States and Canada. The customer called with an immediate problem: It needed nearly 30 of its sites upgraded with new routers and switches — all within 72 hours from start to finish.

“This request was coming from one of our best clients who has been with us a number of years, and we didn’t want to leave them in a bind,” said Paul Bowser Jr., senior project manager at MasterLink. “Yet, the project execution had to be completed in just three business days, and we really didn’t have the internal resources to throw at the project in a cost-effective way.”

The customer’s current environment included a Cisco router and a 24-port switch, and the client wanted to upgrade the existing equipment with a Cisco 2821 router that featured a 23-port switch module. “We had to get the old equipment back to the leasing company in order to honor the contract that our customer had signed with the leasing company, and at the same time install the new Cisco equipment,” said Bowser.

As a Cisco Gold Partner, MasterLink had the technical know-how to configure the Cisco gear, but lacked the dispersed field power to get the job done. Recognizing the need for more feet on the street, the solution provider quickly turned to the Ingram Micro Services Network (IMSN).

Solution

MasterLink made the call to the IMSN just one week before the required routing and switch changeover. The request was simple:



MasterLink needed to partner and deploy certified Cisco technicians in every city where the customer had a location. “Our engineers worked 24/7 to get the routers and switches configured. The IMSN focused on finding the right technicians to rack and stack the equipment, test and verify the connectivity, and put the old equipment in the box and prepare the documentation for the return of the equipment for FDA validation,” said Bowser. “Technically speaking the work was not intense, but we really had to get it done.”

MasterLink used its own technicians to handle three of the customer locations (in Wisconsin, Illinois and New Jersey) and turned to the IMSN network for help with the remaining client sites. Given the quick turnaround, the IMSN got to work and identified 27 qualified contractors who could be at MasterLink’s customer sites within the necessary timeframe. “Eight hours after I made the call to the IMSN, I had half of the contractors confirmed, and by the time I came in Monday morning, the rest of the confirmations were in my in-box,” said Bowser. “As a project manager, it was a huge relief knowing that all those resources were confirmed and ready to go.”

Results and Customer Benefits

Always keeping customer service as its utmost priority, MasterLink provided each of the IMSN-contracted techni-

cians with a service number just in case there were any questions or issues that they couldn’t handle, but not a call was made. “It’s always a nervous time when you are talking about doing 30 cutovers, yet with the help of the IMSN we pulled it off, literally without a single glitch,” said Bowser. “It was a phenomenal feat.”

As for results, MasterLink and its team of IMSN engineers hit this one out of the park. According to Bowser, each deployed engineer was onsite for two hours, keeping well in line with the client’s budget and original project estimates. Sweetening the deal was the fact that MasterLink was able to preconfigure the Cisco gear so that its highly technical engineers could keep working on other billable projects while the hired engineers completed the installs. “It is great to know that we have a virtual fleet of qualified engineers that we can call to get things done quickly and affordably without compromising quality of service,” said Bowser. “The IMSN engineers proved incredibly cost-effective since the skills were closely matched to the job at hand. We paid on the actual time it took to get the job done — in this case, two hours per site. In the IT world, that sort of economy is totally unheard of.”

Best of all, the customer was completely satisfied, added Bowser. “This has opened doors for us with this client for some major projects in 2008,” he added.

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— Paul Bowser Jr., senior project manager, MasterLink

Business Opportunities

If you’d like to expand your business or geographic reach like MasterLink did, consider partnering with Ingram Micro’s On-site Professional Services (OPS). You’ll be able to provide the installation and support your customers require regardless of your location or available infrastructure. For more information, call (714) 566-1000, ext. 24896, or e-mail imsnservices@ingrammicro.com.