CARBON60

THE MANAGED CLOUD COMPANY

COMDA Advertising Connections

Lower IT Costs, Increased Productivity and Reduced Business Risk with Carbon60 Networks

Client Background

Serving businesses for more than 40 years, COMDA Advertising Connections is a leading provider of innovative promotional products and a pioneer in the development of interactive corporate wall calendars. With over 60,000 clients and based in Toronto, Canada, COMDA is North America's leading publisher of high quality, full-size business wall calendars. They also offer hundreds of branded promotional items and a wide variety of personalized amenities and gifts.

The Challenge

Several years ago, COMDA was undergoing two significant business challenges at the same time. The first was transitioning their IT operations to a higher level of quality, consistency and performance to keep up with their escalating growth. The second mandate was to develop and launch their first eCommerce platform to make it easier for clients to place orders. COMDA needed help from a Managed Services provider that had the expertise, processes and size needed to support their IT needs 24x7x365.

Key Highlights

- Over $845,000 in IT cost savings
- Projecting an additional $630,000+ in savings over the next 3 years
- 30% decrease in overall IT costs
- Improved availability, performance and security

" Carbon60 has improved the operational efficiency, reliability, performance and security of COMDA's three GTA divisions. These improvements reduced IT support costs, increased productivity and lowered business risks for COMDA.

In terms of cost reductions alone, the partnership with Carbon60 yields very significant savings which have continued to be realized year-over-year."

Melody Collet

VP of IT Infrastructure & Operations
COMDA Advertising Connections

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The Solution:

The partnership started with one of the founders of Carbon60 way back in 2004 with the company then managing COMDA's ERP system and consulting. Over the years, COMDA has steadily off-loaded services to the point where now 90% of all IT activities are managed or co-managed by Carbon60. The following core services are provided:

- Fully managed hosting services (both web and DNS) for 12 company web and eCommerce sites
- Web optimization, security, backups and disaster recovery (DR) services
- On-site 3rd level desktop support in three locations
- Helped implement ITIL processes and are a member of COMDA's ITIL and Application Stack Advisory Team
- Managed AWS Workloads

The Results:

The benefits COMDA gains by leveraging Carbon60 can be measured in numerous ways. Along with significant cost savings and improvements in the quality of service, outsourcing a large portion of its IT has also allowed COMDA to focus on their core business and take advantage of resources that would be cost-prohibitive to replicate themselves. The results include:

- Combined cumulative IT cost savings projected to be over $1.5 million in 3 years time
- The savings equates to 30% of COMDA's total IT costs
- Improvement in quality of service, security, and performance of key systems
- Carbon60 manages 90% of COMDA's IT activity
- 48% increase in online orders recieved

The COMDA Perspective

" As an example of why we trust Carbon60, in 2013 a transport truck hit overhead wires and that took down our network. The Carbon60 team did everything possible to restore service. The CFO even got on the phone with the vendor and was relentless in getting our services restored. Carbon60 have resolved issues like this and other technologies they don't directly control. They operate with a level of dedication that is very rare in a world full of finger-pointing. Carbon60 is truly our strategic partner. "

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About Us

Carbon60 is a managed cloud services provider for mid-market and enterprise customers. The company offers private, public and hybrid cloud services and a full suite of managed services including monitoring, performance optimization and testing, security, disaster recovery, backup and CDN services. Carbon60 is also the leading provider of application hosting for content management systems in Canada.

To learn more visit:
www.carbon60.com

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