



Mindshare Interactive Campaigns Changes Their IT Support to Keep Pace with Business Growth

Challenge

Organization Profile

Mindshare Interactive Campaigns helps organizations leverage the communication opportunities created by technology. Since 1997, they have worked around the world with many of the leading corporations, associations, non-profit organizations and governmental entities to accomplish complex objectives.

Shabbir Safdar, the Chief Technology Officer at Mindshare, got tired of “paying vendors to talk with other vendors.” Although, Shabbir knew he did not want to dedicate internal resources to managing IT functions that were not core to their business, he also found himself caught between vendors when problems did occur. Mindshare was using a combination of four different vendors to support various elements of their IT infrastructure. When he assessed the situation:

- Managing the vendors was taking up to 30% of the time of one of his billable technical team members.
- The inevitable finger pointing meant at times he was literally paying the vendors to talk with each other and work through problems.
- Employees were complaining about IT support and it was impacting client support activity.
- Utilizing a combination of vendors was not yielding the operational efficiencies he had been seeking.
- The firm is opening offices in 3 additional cities by year end, which will create a new set of IT issues.

Shabbir decided to explore his options and began asking around the industry to see what other firms were doing. After several people mentioned mindSHIFT, including some clients, he decided to see if their approach could address his problems.

Solution

mindSHIFT technologies offered to manage the day-to-day operations, security, and support of his entire computing infrastructure...all for less than he was paying the existing four vendors to manage it. More significantly, he took comfort in knowing one vendor would be accountable for ongoing support and any problem resolution. The mindSHIFT solution also gave him predictable monthly fees and the ability to scale as Mindshare’s business grows.

Shabbir also developed a detailed migration plan to ensure a smooth transition from their multi-vendor environment to the mindSHIFT solution.

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Shabbir Safdar,
Chief Technology
Officer

The comprehensive solution mindSHIFT provided included:

- Management of servers and workstations
- Management of software applications
- Management and administration of email
- Comprehensive network security
- Virus and spam filtering
- Redundant internet access and wide area networking
- 24 x 7 network monitoring of the entire infrastructure
- 24 x 7 help desk support for all users
- Secure remote access for mobile users and remote offices
- Nightly offsite backup of servers and workstations for complete disaster recovery.

Results

Once the mindSHIFT solution was in place, employees began interacting directly with the help desk to answer any questions or get help with an application. Shabbir has been able to re-task the engineer overseeing the previous vendors with increased billable client activity.

Shabbir estimates the conversion to mindSHIFT will provide a 27% savings off their previous total IT costs, and that’s before considering the financial gain from productivity increases leading to increased billable hours. “Cost savings is always important, but that wasn’t the driver for us. There comes a point where small businesses are ready for the next level of infrastructure management, and we reached that point. mindSHIFT is grown-up IT management that will scale with our business. In addition, the mindSHIFT solution will enable us to easily support IT requirements as we open offices in new cities.”
