

How 3 Enterprises Are Moving Forward with IT Strategy

Every enterprise is experiencing turbulence and uncertainty during COVID-19.

Some enterprises are thriving while others are barely surviving. Even when comparing retailers of similar size, we see that some are able to increase business while others go out of business. This is due to their respective market, business type, operations, location and level of technology adoption, just to name a few factors.

At MDSi, we work with enterprises across the spectrum. What's interesting are the common resources helping enterprise IT teams successfully move forward through unprecedented times.

Here are their stories and what you can take away from their experiences.

How 3 Enterprises Are Moving Forward

Maintaining Operations with Decreased Resources

The pandemic hit like a storm, and with its mayhem caused a retailer to furlough 30% of its engineers. The CIO opted to take a pay cut just so he could keep partial staff. IT projects planned for 2020 were put on the backburner and the focus shifted to maintaining the bare minimum operations, such as supporting current contracts and fixing breaks.

The retailer was not prepared for an onslaught of employees, including IT staff, to work from home. To ensure social distancing, they had to stagger work days onsite. A group would work two weeks on, then two weeks off. Everyone took mandatory time off.

How would they maintain the minimum operations when it took their full IT staff working full-time to maintain service level agreements?

Fast-Tracking to The Cloud

A global learning center that's been in business for more than 50 years was almost put out of operations when pandemic lockdowns prevented students and teachers from meeting onsite.

The company decided to fast-track its journey to the cloud. This way, people who are in quarantine by choice or government mandate can still access and pay for programs online.

Most of the company's data center infrastructure went into the cloud, but a reliable wireless experience was needed both on-premise and in employee homes.

This is because there are plans to re-open most –if not all – global locations when possible. In the meantime, they need instructors to be able to teach courses from home. Finance, marketing, and IT also need to maintain their operations while working remotely.

Building and Innovating Sooner Than Anticipated

A large retailer is doing better than anticipated due to their market, so the IT leaders leveraged the additional finances alongside an opportunity to receive significant pricing discounts to acquire architecture a year earlier than expected.

This also meant they needed to accelerate deployment. Otherwise, they'd acquire capital expenses without getting the benefits of the architecture.

Because the retailer was building sooner than anticipated, it was also recommended they innovate services that could help support the continual increase of revenue. This meant enabling social distancing while maintaining a superior level of customer service. Think of curbside and in-store pickup. They also wanted to use the mobile app to push coupons to customers and help them find merchandise without staff assistance.

Delivering these services required an IT solution with high availability and accuracy.

Otherwise, the wireless could drop connectivity and result in customers unable to use way-finding for merchandise. POS scanners could experience wireless issues, keeping customers in the store and unable to check out. Staff wouldn't be able to locate the right vehicle to drop off merchandise. And IT staff who are working remotely would spend additional hours trying to identify the problem, all while the retailer lost potential revenue and brand reputation.

The Common IT Resources for Enterprise Success

Technology

While the best technology stack will be different for each company, we are seeing a common solution.

Gartner just named Juniper Networks the leader in the magic quadrant for Wired and Wireless LAN Access infrastructure. One of the strengths Gartner attributes to Juniper is its ability to support enterprises of all sizes. Juniper makes it easier and faster for IT teams to deploy capabilities (like way-finding) and manage the wide area network (WAN). This is largely due to how Juniper centralized WAN data so its easier to understand and act on. IT teams can more quickly and accurately identify and fix network issues before they become business issues.

To share more context:

Imagine you are the network administrator responsible for operating a WAN. This may consist of a few dozen sites or several hundred. Before using Juniper, let's say you received an IT help desk ticket that point-of-sale scanners aren't working in several stores. You'd have to hunt through logs and manually troubleshoot devices. This may even require a truck roll. But with Juniper, from a single console you can view the service level expectations for items such as Time to Connect, Successful Connects, Roaming, Throughput, Coverage, and more. All these items show 99% success except for Successful Connects, which shows 33% success. You click on Successful Connects and find that there's a misconfigured firewall that's causing authentication problems with the POS scanners. The firewalls were updated the night before with the misconfiguration, which is why so many stores are affected. Within the same console, you can push the updated firewall rule to all the stores. Now you've identified and can fix the issue within minutes instead of the hours, days, and even weeks it would take through a more manual process. If the network administrator had logged into the Juniper console before the stores opened, he/she may have found and fixed this issue before an IT help desk ticket was submitted.

How is this different from other vendors with machine learning and AI? Juniper incorporated wired, wireless, security, and data center products into their AI engine, Mist. It's called WAN Assurance and is tied to Wired and Wireless Assurance. All 150 states of connection from when a device connects to the network are captured and analyzed by this AI engine. This means IT staff no longer have to hunt through multiple product dashboards,

manually troubleshoot and try to replicate problems. All network anomalies are presented to staff so they can remediate the issues anomalies are causing, whether it's an issue with a switch port or a misconfigured firewall.

Because the network data is managed through the cloud, IT staff can easily access and manage the network while working remotely. But that's not all the cloud architecture is good for.

Cloud-managed micro-services architecture allows IT teams to subscribe to a number of services and configure them as needed from the cloud. Patented virtual BLE technology is converged into the access points, meaning physical beacons are no longer needed to deploy experiences like way-finding. Talk about a savings in hardware, staging and implementation.

In each of the enterprise scenarios, we find that Juniper is a solid solution choice. It's AI-driven engine simplifies network management so even a limited IT staff can keep up with the network. The micro-services cloud architecture allows companies to quickly innovate with way-finding, asset tracking, and more. These combined solutions also help support a remote workforce.

Partners

Finding the right IT solution provider with expertise in your industry helps moving forward possible, and even profitable, during unprecedented and challenging times.

You're likely making decisions you haven't had to make before, and a true IT solution provider helps make the best strategic decisions from IT road mapping to selecting and implementing technology. They can even help with challenges around finding and accessing technology.

For example, product availability is a significant challenge right now as companies move to the cloud and shift to remote working. That's why it's important to find a partner that not only has the right expertise and certifications across solutions but is also responsive, dedicated, and has the right partnership level with manufacturers so you receive what you need in a timely manner.

Our services are design to help our customers with engineering, IT planning and technology selection, deployment and management. It's this comprehensive scope and ability to serve at multiple levels of the IT journey that make us a preferred partner to enterprises.

Conclusion

Moving forward with a successful, sustainable IT strategy looks different for every business. For some, it's moving to the cloud. For others, it's building sooner than anticipated. Sometimes it's a combination of multiple initiatives.

But the need for a reliable IT solution provider is the same for every enterprise.

We'd like to get to know you and your circumstances so we can offer stories, recommendations and insights that help you move forward.

Reach out to us at 800-874-9850 or submit the [contact form on our website](#).

We'll be in touch soon. In the meantime, you can read other articles we've published to help IT staff move forward with their IT goals: <https://www.mdsiinc.com/resources/document-library/>

Supporting Content

Video Script

How is your enterprise impacted by the uncertainty of this past year?

No single story fits the reality faced by enterprises. Even when comparing retailers of similar size, we see that some are able to increase business while others go out of business.

That's why at MDSi we're sharing the stories of three different enterprises and how they're moving forward with IT strategy.

One had to furlough 30% of their IT team and focus on maintaining the bare minimum operations. Another had to fast-track to the cloud. And a third enterprise generated more revenue than anticipated, and decided to acquire infrastructure and innovate a year earlier than planned.

Although each of the enterprises we talk to faces a differently reality, we are seeing some common challenges and solutions.

Do these apply to your organization, too? Check out the blog post, [How 3 Enterprises Are Moving Forward with IT Strategy](#), and share your thoughts in the comments. Or, send me a message. I'm happy to hear the unique situation of your business and offer any stories and insights that may be helpful.

Sales Enablement Emails **send in order until contact responds**

Email 1: How 3 Enterprises Are Moving Forward with IT Strategy

Hi <insert name>

I'm with MDSi, an IT solution provider that serves enterprises, and I'm reaching out to make myself a resource in IT and security when and if you need it.

Here's a blog post you may find useful. It shares the stories of three different enterprises all facing different realities.

Here's the link: [How 3 Enterprises Are Moving Forward with IT Strategy](#)

Would you be interested in an introductory call? I'm happy to hear the unique situation of your business and offer any stories and insights that may be helpful.

You can reach me at <insert phone number>

Best,

<insert your name and LinkedIn profile>

Email 2: Which IT reality does your business fall?

Hi <insert name>

Enterprises are affected differently by the pandemic. Even when comparing retailers of similar size, we see that some are able to increase business while others go out of business.

That's we're sharing the stories of three different enterprises and how they're moving forward with IT strategy.

You can read the article here: [How 3 Enterprises Are Moving Forward with IT Strategy](#)

Do you identify with one of these realities? What's your unique situation?

I'm with MDSi, an IT solution provider that serves enterprises, and I'm reaching out to make myself a resource in IT and security when and if you need it.

Would you be interested in an introductory call?

Best,

<insert your name, LinkedIn profile, and phone number>

Email 3: An IT resource when and if you need it

Hi <insert name>

I'm following up to introduce myself as an IT resource and partner for when and if you need it. At MDSi, we work with a range of enterprise industries, including <insert industry of contact>.

A focus for many of IT leaders we serve is how to move forward with IT strategy during these uncertain times.

Here's our latest blog post: [How 3 Enterprises Are Moving Forward with IT Strategy](#)

Are you available for an introductory 15-minute call this week or next?

I'm happy to hear what's going on in your organization and offer any stories or insights that may help.

Best,

<insert your name, LinkedIn profile, and phone number>

Social Media Posts**Facebook and LinkedIn**

Post 1:

Here are three enterprise' IT stories and what you can take away from their experiences.

Post 2:

One had to manage a network with a limited IT staff. One had to fast-track to the cloud. Another had to deploy infrastructure and services a year earlier than anticipated.

Post 3:

What would you do in these situations?

Post 4:

While the best technology stack will be different for each company, we are seeing a common solution.

Post 5:

In each of the enterprise scenarios, centralized WAN data and management, artificial intelligence and automation helped overcome unprecedented challenges.

**For Twitter, add hashtags: #Alops #WANmanagement #enterpriseIT