

## Challenge: IT Personnel Expenses are too high

Mark Swartz was in a position to try and reduce his IT overhead. As the Chief Financial Officer of “The Engine in RFID”, ThingMagic, Inc, Mark is responsible for internal IT operations. They had been operating for years with a full time IT position, but as time went on he began to realize that there was less of a need for this full time position. He felt it was costing too much and the resource was underutilized, which got him thinking about outsourcing his IT operations.

*“We found that we could actually save a significant amount of money while gaining access to a team of senior level engineers by outsourcing. In doing this, we now have a much broader range of technical skill sets which increases the level of support and we have also been able to increase response time to getting issues resolved.”*

– Mark Swartz CFO, ThingMagic, Inc.

Their IT operations were not being managed effectively. They found themselves in more of a reactive, break-fix mode and really wanted to flip the switch to a more proactive model so as to avoid problems from happening or anticipate problems before they happened. In doing this, they could focus their IT Operations on strategy, growth and planning.

Mark found this opportunity in Morse Technologies.

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## Solution: Time to Outsource

So the decision was made to outsource. The problem was that there were so many outsourced IT companies offering the same types of services. How do you decide which one is right for you? Mark talked to other CFO’s out there to find out who they were using. He let his peers guide him towards Morse Technologies. Their unique 3 tiered support model termed “Five Nines”, is proactive, reliable and personal. It includes a team approach of onsite IT consulting visits combined with top notch monitoring of critical devices, services and applications with server and desktop management and automation.

Mark found that this approach not only removed downtime from his vocabulary, but also felt the reassurance that he had a partner managing his IT growth strategically while keeping cost and budget in mind.

*“The difference with Morse Technologies is that they take the time to develop, maintain and grow the business relationship between our companies. They understand the direction of ThingMagic, the needs of ThingMagic and fulfill the IT management and consulting role accordingly. No matter what the technology, they have enough depth on their team that they can support it and we don’t feel tied to a single engineer, rather appreciate the fact that we have a team of engineers taking care of us. Morse Technologies has become a true IT partner for us”.*

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## Result: Stability, Scalability and Protection.

Today, ThingMagic has strategically positioned their IT operations so that they are protecting their business Through the desktop and server automation, machines are kept up to date with all required maintenance. This keeps problems from happening. By introducing virtualization into their environment, they have now created redundancy in their critical servers and applications. Their backup and disaster recovery solution and implementation eliminates the risk of business loss in the event of a disaster.

The decision to outsource their IT to Morse Technologies was the right move for ThingMagic at the right time. Mark accomplished his goal to save his company money while improving his IT operations. Their network is protected, well maintained and stable.

*“It puts all of our minds at ease here at ThingMagic knowing we have all of the solutions in place to position us for growth and protect us from any form of down time.”*

*We were spending a lot of money for a full time IT person that was underutilized. We really needed to cut our IT costs while enhancing our IT service level. We certainly couldn’t accomplish this in our existing model of 1 full time IT person. We needed to make a change.*

– Mark Swartz,  
CFO ThingMagic, Inc.