

## OVERVIEW

### Business Profile:

- Company founded in 1994
- An industry leader, offering more than 20,000 products in six product lines, for use in building automation and industrial automation networks
- Averaged a 42% growth in revenue every year between 1998 and 2007

### Size:

- Started in an 800 square foot building; now, their offices take up more than 1,600 square feet, a 200% increase
- No in-house IT Department

### Business Challenges:

- Business is very reliant on computers
- Heavy emphasis on 24/7 e-commerce
- Web site connected to server, dependent on uptime for orders

### Solution:

- Worked with Engenuity on improving disaster recovery for their four servers
- Offered services for one flat, monthly fee
- Perform regular maintenance and install software updates
- Actively monitor Engenuity's servers

### Results:

- Virtually zero downtime
- Customers comment on the speed of its e-commerce site
- Excellent customer service and around-the-clock care
- More free time for Engenuity



## CASE STUDY **ENGENUITY**

### BRIEF

Engenuity Systems Inc. is a Chandler, Arizona-based high-tech company founded in 1994 by Tracy Markie, an engineer, who has extensive experience in the semiconductor and aerospace industries. Markie and his friend and business partner, Brad Carey, launched Engenuity with nothing but \$100 and a dream. While Carey has since moved on, starting his own high-tech firm, that original \$100 has proved to be a fortuitous investment: Engenuity is now an \$8-million company, and it's growing.

Engenuity is the largest LonWorks and "open systems" products distributor in the world. This means they distribute motion sensors and control and automation products for heating, air-conditioning and lighting. Their client list is impressive. McDonald's Restaurants has contracted with Engenuity to provide automated lighting controls and monitoring equipment for their heating and air conditioning. Engenuity has installed control systems in Chase Field and US Airways Center and their networking technology has been used in University of Phoenix Stadium, home to the Arizona Cardinals.

Engenuity has some pretty daunting IT needs. They are a global distribution company with an emphasis on e-commerce. As such, they are reliant upon their heavily-visited website, [www.engenuity.com](http://www.engenuity.com), offering 2,000 products from 55 manufacturers. They simply can't afford downtime – every second of lost productivity translates into lost dollars. Even though their IT needs are heavy, Engenuity couldn't justify a full-time, in-house IT person and all the associated costs.

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“Part of the problem is we are a technical company. We understand electronics, computers, servers, [and] networks – however, it is not what we make money at,” Markie says, adding, “So, using our resources to manage, repair and maintain our own equipment became a cost center for us, as opposed to using those resources to make money.”

### BACKGROUND

Engenuity Systems Inc. is an industry leader in meeting the technology needs of their customers. As such, they have an innate understanding of what it takes to get a job done, and get it done correctly.

Early on, Markie knew there was no margin for error when it came to tackling Engenuity's IT needs. “On any given day, a problem that we'd run into would be anything



from a PC-related problem to software, like Microsoft or Windows. It could be a hardware issue, like a monitor that went bad, or it could have been a networking or server issue. So we kind of had the types of problem[s] . . . [that ran] the whole gamut of things that you would see in a computing environment,” he says, adding, **“We did have a lot of downtime in the early days – especially with servers, in particular. Our company runs on an enterprise system and that enterprise system relies on an ever-growing and more complicated set of servers. In the early days, we did have a lot of downtime [but] since we have been working with Catalyst, that hasn’t been the case.”**

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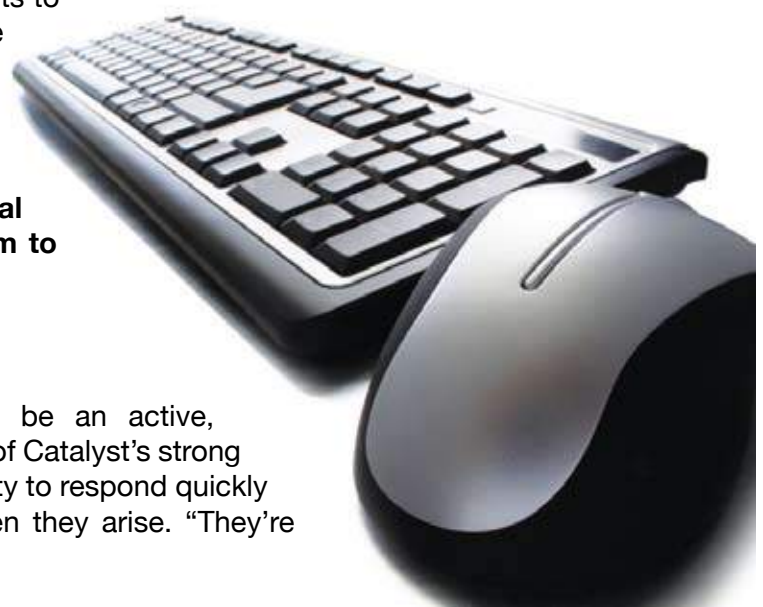
## **BUSINESS CHALLENGE**

Engenuity’s innovative, cutting-edge business model relies heavily on technology to keep everything running smoothly. According to Markie, “We run our whole business on [a] completely integrated enterprise system, which includes everything from order entry to inventory control to even our e-commerce site. So, all those servers are maintained here at our facility and are part of our everyday operations, so everybody in the company is on that system all of the time. **It’s absolutely critical that we have uptime at the highest possible level. On the Web side of things, our e-commerce site also runs on the same servers and that same system. So, when the e-commerce site goes down, we can’t book orders [and] customers can’t place orders with us, so it’s critical that we keep things running.”**

For Markie, the transition to having Catalyst handle all of Engenuity’s IT needs was a smooth one. “It was pretty seamless. They jumped right in and started from day one analyzing what we had [and] implementing improvements to our overall infrastructure . . . So, we didn’t really have any problems during the transition. It was really pretty seamless and painless. **If we did have a problem, it was what to do with the time that was freed up for our internal resources which was a good problem to have, definitely!”**

## **SUMMARY**

Engenuity has found Catalyst to be an active, engaged partner. Markie says one of Catalyst’s strong suits is their industry-leading ability to respond quickly and efficiently to problems when they arise. “They’re



very responsive. They have systems in place that allow not only a lead person from our side but everybody within the company to log problems. They respond very quickly to everything that we send over to them. It doesn't make a difference whether we do it through their automated system or via phone. I've even texted problems if we've had e-mail server problems and they're very responsive. They're 24/7, literally. I travel all over the place. Sometimes, if I'm even in another area in the world and I need access to our systems and I can't get that. I've called, e-mailed or texted some of the people at Catalyst and they've been very responsive."

Catalyst's level of commitment to their customers is unparalleled in the IT industry. Markie recalls instances where they worked around the clock to correct problems. "I can think of a couple of occasions, usually over a weekend or over a holiday, that they have had people literally working through the night so that our systems are up and running on Monday when we arrive again. It never ceases to amaze me. It's like peeling layers of the onion -- the problems you incur when you do these major systems upgrades. Catalyst stuck with it and saw the task all the way through to the end. We came to work Monday morning and things were running. To me, the measure of success for a service like the one Catalyst provides has to do with whether my employees notice it or not. So, the fact that they show up Monday morning and didn't notice there were any problems or any of the challenges that we had over the weekend is a really good testimonial."

Markie has no problem summing up his feelings about partnering with Catalyst. "Once we started working with them, making the transition, it was really one of those decisions I wish we'd made a long time ago. So if I were referring to a friend or talking to a colleague, you know, **the experience is painless, the level of service is very professional, and it's one of those services that's just there in the background and you don't really need to think about it very much – which is perfect for this kind of service.**"

