

## **Case Study: Second Nature, Inc.**

**Industry:** Sustainability/Environmental Advocacy in Higher Education

**Company Profile:** Second Nature is a unique non-profit. They are focused on building sustainable thinking and promoting environmentally friendly initiatives in colleges and universities throughout the country.

**Business Challenge:** We were approached by Second Nature in the summer of 2009 because their growing organization was experiencing significant difficulties sharing information. Specifically, their collaboration system did not allow for the proper sharing of contact information and calendars. In fact, their setup created duplication of events and other data that significantly hindered the ability to organize staff schedules, set up events, and reserve company assets for meetings. Finally, they were growing quickly and needed a solution that was easily scalable, easily administered, and cross-platform compatible (for their Mac and PC-based staff).

**Brief:** By implementing **Mac OS X Server** and **Kerio Mail Server**, Macuity simplified the groupware environment, improved mixed-platform support, and enabled greater administrative control. **Kerio** replaced their old email platform and enabled the company to take advantage of features like contact and calendaring synchronization, anti-spam/anti-virus controls, and simple in-house administration. They gained tangible results: Windows and Mac users can all work on the network seamlessly, staff can log onto the network from anywhere in the country for more efficient file sharing through a secure **VPN system**. They can also synchronize their mobile devices wirelessly and elegantly, and have access to their information 24/7. Macuity improved their collaboration, streamlined their workflow, and simplified their network.

**Testimonial:** “Macuity was the perfect match for Second Nature’s rapidly expanding and highly specialized work dealing with college and university presidents and other professionals at over 1000 institutions. Their ability to understand our needs and match them with the best technological capability in a very short time, while we were in the midst of chaotic growth and at a very reasonable price was outstanding. Their customer service was excellent. They certainly are helping us take our work to a higher and more productive level.”

- Anthony Cortese, President

## Case Study: 42 North Structured Finance, Inc.

**Industry:** Investment Banking

**Company Profile:** 42 North is a financial sector firm that assists corporations with complex financial transactions, strategies, and portfolio management.

**Business Challenge:** We were approached by 42 North to convert their aging network infrastructure and Microsoft Exchange platform to a Mac-compatible system that would allow for access to files when the company moved headquarters and upgraded their IT infrastructure. Their setup included dated Cisco switches, a Dell blade server, tape backups, and VPN system that no longer suited their needs. They also wanted to archive company files that were stored in hard-to-find locations on their servers.

**Brief:** By implementing a **Mac OS X Server** for file services, hosted user accounts, and for use as a mail server, we were able to provide 42 North with the type of setup that exactly addressed their IT goals. We customized a complex Perl script that allowed us to export all of their old mailboxes from their proprietary Microsoft Exchange format to a Mac server-compatible format so that we could migrate and archive all company email from the past 10 years. In addition, we established a cross-platform compatible **VPN** solution that allowed for secure Mac and PC access from outside of the central network.

**Testimonial:** “We presented Macuity with a challenging problem; convert our company from a Windows-based server and computer platform with multiple locations to a Mac server platform that could interface with both Macs and PCs both locally and through a VPN. We had over 150 GBs of information, some of which dated back to the mid-1990s, and resided on antiquated computers and legacy servers. The conversion went seamlessly and within the time frame Macuity forecasted. Our employees are able to access server-based files and each user’s data was converted to a useable format, regardless of whether they are using a Mac or PC. I have great confidence in Macuity to handle all our systems requirements and they have always performed in a professional, courteous, cost effective and responsive manner. I am glad we found them.”

- Carl Vercollone, President

## Case Study: Insight Development Group, Inc.

**Industry:** Strategic Coaching & Marketing Training

**Company Profile:** Insight Development Group is a company whose focuses lies in developing and presenting business-building strategies that train sales teams to better promote their products, increase their communication effectiveness, and build stronger relationships with clients.

**Business Challenge:** In early 2007, we were approached by IDG because they were at a critical juncture. They needed an IT system that would allow staff to better communication with each other and to collaborate at any time, even during their hectic cross-country travel schedule. They were also looking to tighten up their IT systems to increase efficiencies, streamline their workflows, and back up their data. IDG needed a resource in place to support them whenever any computer or technology issues arose.

**Brief:** Through the use of **Apple Remote Desktop**, we set up a system whereby employees would be able to access each other's computer screens at any point during the day so they could easily collaborate on projects. In addition, we set up a server running **Mac OS X Server** for file sharing, data backup, and used other collaborative screen sharing techniques while employees were on the road. As the company transitioned to several different physical offices throughout the state, we were there with them each time to set up their networks, servers, wireless equipment and technology. We have documented and mapped out all aspects of their IT environment so that they would have a resource to use, if necessary, when making any changes to any of the various components in their technology environment. We have formed a strong relationship with IDG and help them make sense of a ever-technology landscape.

**Testimonial:** "For years, Macuity has provided us very knowledgeable and enthusiastic support in helping us solve our remote collaboration needs, and has also assisted us time and again in getting us up and running when we switched offices, equipment, etc. I highly recommend the Macuity team to any business with Macs and a need for IT support."

- Mark Magnacca, President