



Case Study: Warner Development

Situation:

Warner Development is a unique educational and business development firm that provides pharmaceutical sales representatives and management with strategies and tools to identify, implement, and exceed industry best practices. Offering high-energy presentations as well as frontline training and growth solutions, Warner Development arms field sales representatives and sales training departments with the tools they need to be successful. Warner Development's IT infrastructure is critical for the company to be perceived as a credible and proven outsourcing provider by its sophisticated clientele.

When current owner Ed Locke purchased the business, he quickly began searching for IT solutions to meet the company's current and future needs and was referred to Waypoint Solutions Group.

The Waypoint Solution:

"I began asking people that I respect for recommendations for solving our IT challenges, then spoke on the phone with a few of the referred companies," says Ed Locke, Managing Partner, Warner Development. "I quickly narrowed our choices down to Waypoint Solutions Group and one other firm. Each proposed a solution that looked good and each company provided glowing references, but right out of the gate Waypoint began to dig deeper into business objectives and IT solutions."

"The folks at Waypoint took a critical, deep look at our needs and discovered a telecom issue and offered a solution by bringing in another trusted partner," adds Locke. "That, to me, is a sign of a company who looks beyond just their own immediate service offerings. That's when we began to be sold on Waypoint."

Warner Development was undertaking an office move as well, a time when critical IT needs should be addressed, across nearly all of a company's functional areas.

"Waypoint listened and provided sophisticated solutions – that's the bottom line," according to Locke. "They identified issues and came back with a scope of services that made sense for us – a customized solution. They defined the business and IT aspirations that we have and took a smart, critical look at cost drivers for all potential solutions. Their proposal clearly defined what we needed for the short-term as well as for the long-term. It allowed us as business owners to make informed IT decisions. We could not have asked for more than that."



Warner Development engaged Waypoint in a phased implementation plan that ensured business-critical systems remained up and running during Warner's move, then implemented an upgrade path that provided both immediate and long-term impact.

Ongoing Support and Results:

Waypoint has become the single-source point of contact for all managed service IT needs for Warner Development.

"We've grown in our relationship to expect Waypoint to always be looking forward and continuously viewing technology as a business enabler," says Locke. "I think that's what separates Waypoint from the huge technology companies that provide similar services. Waypoint would never implement something just because it's the latest trendy thing. Waypoint is practical and tactical, and I know they're watching out for us remotely with regards to day-to-day IT productivity, as well as long-term because I'm confident that they understand my business."

Waypoint Solutions Group provides Warner Development with the following managed services:

- **managePOINT** – IT Service and Support
- **mailPOINT** – Hosted Email
- **watchPOINT** – 24/7 Network Monitoring Services
- **hostPOINT** – Hosted Solutions
- **storePOINT** – Disaster Prevention Data Storage
- **securePOINT** – Firewall Security Management

About Waypoint:

Waypoint Solutions Group provides IT Managed Services, offering a broad range of business technology and support services to companies of every size. Waypoint has an established history of providing solutions that enable companies to grow and achieve business goals through technology.

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