



Client name: Active Imprints
Location: Monmouth Junction, New Jersey
Initial consultation: 2006

CATS met with the client at their request and implemented our four-step process:

Assessed: Active Imprints is a small business that does custom printing on a variety of items, including shirts, pens, cups, etc. They are headquartered in Monmouth Junction, New Jersey, with an office in Long Beach Island. When we met with them, they had about 10 users, two servers, and a network that was failing on a daily basis. They were literally unable to work.

Recommended: We recommended replacing one server and rebuilding the other one as a backup, replacing their firewall, and cleaning up their PCs.

Stabilized/Implemented: We purchased a new server and rebuilt the other one, installing Windows 2003 Server with Terminal Services and MX Logic for email filtering and backup. We replaced their firewall with a corporate-class Sonic Wall, and implemented an online backup system with Mozy. We cleaned their PCs and got them all running at peak performance.

We are currently working on content management of their website, and adding shopping cart functionality so that they can market their services online. We are also working on a Team Store for their clients so that they can log in and order their own customized imprintable items for their organizations. This Web store will make it possible for schools, teams, clubs and companies to allow their players/workers and their friends and families to order their own merchandising. This will add great functionality to these groups in that they can grow their custom imprints without managing the overhead associated with it.

Maintained: Active Imprints is under monthly contract for our Ultimate-Care support and Guardian monitoring services. Their network has not been down since we took over, and they've had no major issues.

Client benefits: Their network was in such bad shape, they were unable to work. We have significantly increased the company's productivity, thereby increasing profitability. Once we finish the shopping cart and Team Store functions for their website, their business will grow and profitability will increase further. We have also minimized their IT expenditures by eliminating repair costs.