

Case Study: Sunrise Wood Designs Virtualizes IT Environment, Enhances Productivity, Saves Time and Money

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-Dan Desabrais, Owner, Sunrise Wood Designs

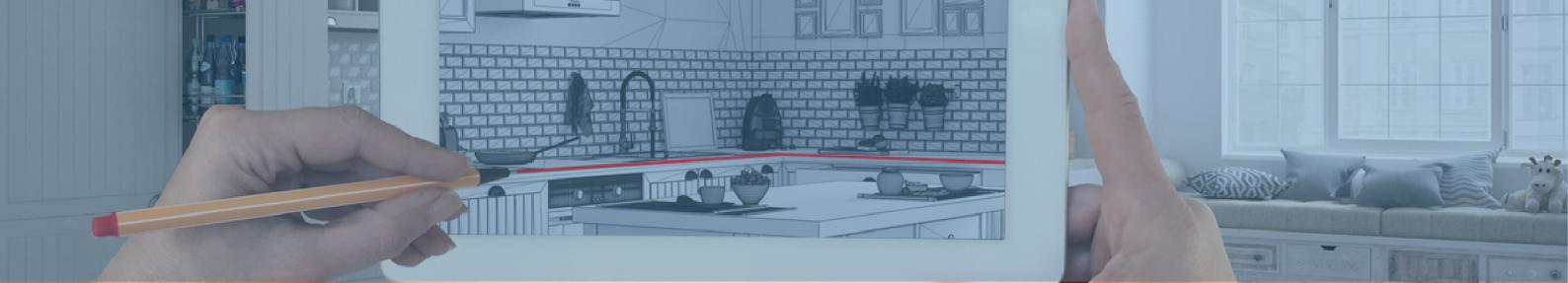
Sunrise Wood Designs launched in 2007 with a vision of becoming the premier custom cabinet shop in the Dallas-Fort Worth area, capitalizing on the booming housing market. Despite the subsequent 2008 housing market collapse, Sunrise experienced significant year-over-year growth. In 2012, Sunrise acquired its biggest competitor, taking the team to over 400 employees. Bringing multiple locations and duplicate project teams together, owner Dan Desabrais needed a technology partner that could not only securely connect the locations, but one that brought convenience, competence, and peace of mind to his operation. In 2013, Sunrise Wood Designs partnered with In 2 The Cloud to address the technology demands of its growing business.

A Move to the Cloud Delivers Efficiency & Stability

Following the acquisition of its largest competitor, Sunrise moved to a cloud-based environment to bring consistency and stability: "We replaced servers at the outset because draftsmen from the new company were using different versions of software, and storing designs on their own desktops because the servers were maxed out and unreliable," says Desabrais. In 2013, the company transitioned about 50 people to virtual desktops.

Utilizing an industry-specific application, Desabrais notes the drafting team is perhaps the most challenging aspect of supporting Sunrise. "We decided to host the application in the cloud because of the criticality of the database information and drawings we are doing. I wasn't willing to house data on a local server that could crash."

While he notes the move to the cloud may have been premature for his young company, Desabrais doesn't regret the peace of mind it brought. "We moved to the cloud to realize efficiencies – it was not painless, but it was worth it!"



Enterprise IT Solutions Right-sized for Small Business

Desabrais is a pragmatist: he realizes that when it comes to technology, things will go wrong sooner or later. "You only hear from someone when something doesn't work, whether in cabinetmaking or IT. If Sunrise Wood Designs goes a few months without an issue or complaint, then things are going well. We haven't lost productivity in awhile – and that's my definition of success. I can't afford to go down for a day; I depend on In 2 The Cloud to bring the right partners to the table to keep that from happening."

In 2 The Cloud's strategy is to partner with best-in-class technology service providers, engineer infrastructure and services to meet their customers' unique needs, and provide white glove relationship management with providers, taking the headaches out of technology in business.

Desabrais notes: "As an owner or a growing business, I don't want to put all my eggs in one basket, relying on one person to remain up-to-the date as technology evolves. I depend on In 2 The Cloud to find the right partners so my business continues to operate and stays on top of ongoing risks in the cyberworld."

The Future is Bright for Sunrise

In more recent years, Sunrise has consolidated to one location, but Desabrais has no intention of moving away from the cloud: "We are a big operation, with a lot of things happening at once – I don't want all that risk under one roof."

And, there's more growth on the horizon. "I'm looking at expansion into different markets in the near future. Communication and security between people and locations – knowing we have that part figured out is huge. It will allow for a better transition if we acquire a business or expand into different markets."

The Business Owner's Top 3 Benefits of Working with In 2 The Cloud

Convenience

1

"Many different service providers are needed to run a business. You can have multiple service providers as it relates to IT side, but with In 2 The Cloud, I only make one call." You can count on In 2 The Cloud to monitor those service provider relationships. "If I believe our virtual desktop provider isn't doing a good job, then I will bring In 2 The Cloud in to help manage and supervise their performance," says Desabrais.

Peace of Mind

2

"I previously had a consultant that satisfied the IT need, but he only offered one solution," notes Desabrais. Technology is continually evolving, and it's important to keep evaluating your partners and services. "In 2 The Cloud has been successful in doing that. Kevin asked great questions, and I knew they would help me sleep better at night. Kevin and team offered the convenience of what felt like a better alternative."

Competency

3

"They are taking their Fortune 100 managed services background and track record offering similar services and rightsizing the experience to provide enterprise level competency and service to smaller businesses like Sunrise Wood Designs. In 2 The Cloud provided competency to allow me to grow," says Desabrais.

Call In 2 The Cloud to learn more about cloud IT solutions for your business.