

# Using Managed Hosting to Improve Life for Customers *and* its IT Team

## Measures of success:

- High system uptime ensures clients and suppliers can always reach Waxman
- Waxman personnel can email and collaborate, even from mobile devices
- Navisite Managed Office 365 with Proofpoint Essentials frees the IT team to focus on innovation
- Navisite provides higher cybersecurity and business continuity than the on-premise environment

For over 80 years, Waxman's responsiveness to customers and suppliers has made the company a leader in developing and distributing innovative specialty plumbing, surface protection, and leak detection and mitigation products such as SimplyClean,<sup>®</sup> leakSMART<sup>®</sup> and KleenFreak.<sup>™</sup>

Recently, Microsoft<sup>®</sup> Office 365 (O-365) has become a major asset in keeping Waxman responsive as consolidation and e-commerce reshape the retail marketplace and raise customer expectations for communications and information safeguards. By 2016, growing needs for cybersecurity and business continuity had Senior Vice President and CFO Mark Wester looking to upgrade his on-premise O-365 environment. Then, Spectrum Enterprise suggested he consider a managed solution from its Navisite subsidiary.

### Raising performance, not costs

Wester discovered that over the course of five years the cost of purchasing 164 O-365 licenses was comparable to replacing his Exchange servers. Plus, Navisite offered better disaster recovery and business

continuity (BCDR) planning than his internal solution. Equally important, with Navisite Managed Office 365, Wester saw the opportunity to make more strategic use of the hours his IT team were spending checking hardware, mail flow, and spam.

### A fast, easy transition

Less than six weeks after signing the contract, Wester has transitioned his legacy, on-premises environment to Navisite Managed Office 365 with Proofpoint Essentials, an industry-leading email threat protection and continuity solution, that provided Wester's new environment with a layer of security beyond that already built-in to Office 365.

Wester notes that "the Navisite team was very well prepared... Between our people and Navisite, all the nuances were checked out well in advance. So, when we actually did the cut, we didn't have problems. I don't think it could have gone better!"

The transition was made even smoother because Waxman—through a third-party reseller—was already using Spectrum Enterprise network services. Connectivity to Navisite was



**Company:** Waxman

**Industry:** Retail product development and distribution

**Services:** Spectrum Enterprise Fiber Internet Access, Navisite Managed Office 365 with Proofpoint Essentials

**Since:** 2016

"We felt very comfortable with the capabilities and people Spectrum Enterprise and Navisite brought to the table... With the size and breadth of the organization, there was stability and opportunity to partner as we move forward."

—Mark Wester

## CASE STUDY USING MANAGED HOSTING TO IMPROVE LIFE FOR CUSTOMERS AND ITS IT TEAM

accomplished simply by upgrading Waxman's existing Fiber Internet Access to 100 Mbps at its national distribution center in Groveport, Ohio, and the administrative offices in the Cleveland area.

Gary Nagy, Director of ERP Systems, says the shift to Navisite has freed his IT team to address new initiatives. Cindy Halleck, Manager of User and Network Support, cites another benefit in not having to check the O-365 system every single morning: "It is wonderful to get some of your life back!"

Adding advanced email threat protection gives Waxman a layered approach where the industry-leading Proofpoint security solution and Office 365's inherent security features work together to maximize overall security.

### Responsiveness and reliability that mirror Waxman's own culture

Wester expects the same responsiveness from his vendors that Waxman gives its own customers. That's why he values Navisite's expertise, proactive support and its close relationship with Microsoft and Proofpoint. He says, "their ability to get to Microsoft, solve problems and work with them on putting things in place is a big factor."

So is reliability. Wester notes that losing its phones would probably impact Waxman less than losing its crucial email capabilities. "There's so much documentation and communication, not only between our associates but with our customers, suppliers, and service organizations," he says, adding that "large customers don't really care what may have happened to take your system down. They expect to be able to access our personnel regardless."

Thanks to Proofpoint Essentials' email continuity solution, even in the rare event of an Office 365 outage, users can continue to read, compose, and send email like normal through an emergency



With reliable Spectrum Enterprise network services and Navisite Managed Office 365 with Proofpoint Essentials, BCDR and cybersecurity, Waxman's IT team can focus on innovation.

in-box. This added assurance has proved to be particularly valuable for Wester's team.

### Scaling up the strategic value of Microsoft® Office 365

Reliability was a key reason Waxman purchased O-365 in the first place. Now, Wester is working with Navisite to make O-365 even more of an asset.

By opting to include Proofpoint Essentials, for example, Waxman strengthens O-365 with features such as data loss prevention, instant replay, URL defense and attachment defense.

While the Microsoft system is now being used principally for email, for instance, Wester is looking at migrating SharePoint and other applications to Navisite Managed Office 365. He's confident that with O-365 and Proofpoint working together, this layered security can keep these applications and critical business data safe.

The ability to scale up so easily is important to Wester and his IT team in helping Waxman evolve to take advantage of new growth opportunities. For example, while bulk orders from large retailers still represent 60% of Waxman's sales, the e-commerce side of its business is rapidly expanding. "A large part of that is direct-to-consumer through online

orders," Wester explains, "but we are beginning to market through our own website as well as other engines."

Adding e-commerce volume and venues dramatically raises the bar on Waxman's business continuity capabilities. "Working with Navisite," Wester says, "takes away one of the big concerns: being up regardless of what may happen."

**"We have a small, in-house IT team... Navisite's Managed O-365 solution has probably freed up 20-plus hours of their time over the course of a week."**

—Gary Nagy

### About Spectrum Enterprise

Spectrum Enterprise, a division of Charter Communications, is a national provider of scalable, fiber-based technology solutions serving many of America's largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes Internet access, Ethernet access and networks, Voice, and TV solutions and extends to Managed IT solutions including Application, Cloud Infrastructure and Managed Hosting Services offered by its affiliate, Navisite®. Our industry-leading team of experts works closely with clients to achieve greater business success by providing these right fit solutions designed to meet their evolving needs. For more information, visit [enterprise.spectrum.com](http://enterprise.spectrum.com).