

**Bob Lilly Professional Promotions: Optimizing IT systems to improve employee productivity and lower technology costs.**

*"The service we receive from Twist Solutions is prompt and efficient. We are very happy to have support from an organization that is there when we need them."*

– Bob Lilly Jr., President

**The Company:** As one of the largest promotional marketing companies by volume in its industry, Bob Lilly Professional Promotions delivers innovative marketing solutions that span the spectrum. The primary focus of the company is promotional products, incentive programs, online company stores, contract manufacturing of custom products overseas as well as fulfillment and distribution. This wide range of goods and services requires systems that are optimally efficient with as little down time as possible.

**The Problem:** Bob Lilly Professional Promotions was concerned with the quality of services they were receiving from their independent IT provider. Their systems are critical in keeping sales and fulfillment staff productive and in communication with vendors and clients. They struggled with:

- **Needless expenses.** The number of servers in their environment was not needed to meet their businesses needs.
- **Quality of service problems.** The independent IT contactor that they were utilizing was not providing consistent response times.
- **Decreased productivity.** The internal Bob Lilly staff was disrupted by connectivity issues with their remote access system.
- **Operations risk.** The data backup solution was not properly configured and there was risk of not being able to recover data if needed.

**The Twist Solution:** Twist assessed the IT environment and met with the management and staff of Bob Lilly Professional Promotions to stabilize their environment, creating the following benefits:

- **Enhanced service quality.** Twist's complete "IT department" approach provides fast response time, 24/7, and provides consistent quality of services.
- **Productivity increase.** The remote connectivity solution was changed by reconfiguring existing hardware and software **to provide consistent remote access for the staff and vendors.** The security of the remote access was also improved.
- **Decreased risk.** Twist configured the backup system effectively so that data could be easily recovered in the event of a systems crash.
- **Lowered hardware/software costs.** Twist reduced the maintenance and support needed for the server environment by consolidating the number of servers that are needed.