

# &Barr transforms its technology strategy, driving down costs, improving employee morale and productivity

*Blacktip's business process and technology consulting drives results*

## Overview

### The Need

Re-vamp decades-old technology and partner with a provider that will take the company into the next few decades and beyond

### The Solution

Blacktip executed on a plan deploying a next-generation network, repairing and replacing older hardware and simplifying data access for all employees.

### The Benefit

Drive technology costs down, redefine business process with technology and implement new training, improving business efficiency.

Pete Barr, CEO of &Barr, is a car junkie. While not being a member of the technorati, he knew that the firm's existing technology wasn't sufficient for his business. For years, he had used an internal resource to manage the technology. Sadly, this resource had other responsibilities as well.

By partnering with Blacktip, he believed he could re-vamp his technology, knowing that it was critical the future of the business.

## Limping along

Imagine a lovely '65 mustang that no longer has its mojo. The technology infrastructure at &Barr resembled that statement. The internal team did not have the skill set to articulate the necessary changes needed, let alone the ability to implement those changes.

## Bring the expertise

&Barr knew that they needed a dedicated outsourced partner to help them with their business technology. "We much prefer having a team then one employee, who when out sick, is not available to help us,"

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*"Blacktip makes us better. Our team performs more efficiently and we know that Blacktip truly cares about our success."*

*— Pete Barr, CEO, &Barr*



said Janette Estep, VP/Controller of &Barr. “With Blacktip, we have that team. They understand our needs, educate us on how to make the appropriate changes, and all within our allocated budget and timelines,” explained Janette.

## Take us “higher”

Over the course of a few months, the network and server were rebuilt, the broadband was increased and a new telephony system was installed. All of the Apple technology was standardized and &Barr employees immediately noticed how much faster they could work.

## Changing the game

Once Blacktip rebuilt the house, it became clear there was still work to do. “Many of the &Barr technology costs were unclear or there were redundant services. Printing costs were not in-line with what the industry currently pays,” said Matthew Bookspan, CEO of Blacktip.

By focusing on the budgetary items, it was clear that there were many opportunities to improve efficiencies across the entire &Barr business.

“Now that we have resolved the technical and budgetary items, Blacktip will focus on training and improving the business workflows at &Barr. We’re all very excited about these next steps,” said Janette.

## Solution components

### Services

- Blacktip Managed Services
- Blacktip Training

### Hardware & Software

- Blacktip next-generation network
- Blacktip partnered broadband and VoIP solution
- Blacktip negotiated rates with third-party vendors (print, web and more)

## For more information

To learn more about Blacktip, please contact a Blacktip representative via phone (844-77SHARK), or visit the website:

[Blacktipit.com](http://Blacktipit.com).



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