



GTG Client Success Stories

Pacific Steel Group Unleashes Rapid Growth with Cloud Services

Hosted Solution from Matrix IBS Saves \$400K in up-front costs

New companies often learn too late that they didn't have to spend a fortune on start-up technology costs. Thankfully, Pacific Steel Group did it the right way, with advice from Green Telecom Group and cloud-based services from Matrix IBS, which together helped the customer avoid buying nearly half a million dollars in unnecessary equipment and services. Today Pacific Steel Group takes advantage of a streamlined and high-performing technology suite, without the shock of a huge capital expense.

The Challenge

Pacific Steel Group, a San Diego-based company specializing in steel reinforcement technologies for the construction industry, faced what many would call a "good problem." Founded on its owner's years of experience and industry connections, the new venture was inundated with business almost as soon as it opened its doors. The company needed essential technologies – communications, infrastructure and software – in place quickly to get employees on board and meet customer demands. At first, it seemed like an overwhelming and extremely expensive undertaking. An outside IT consultant advised purchasing \$400,000 worth of equipment (servers, laptops and networking gear), in addition to hiring a full-time IT professional to manage it all. Not content to put profitability on hold, Pacific Steel sought a second opinion from Green Telecom Group.

The Solution

After a thorough assessment, Green Telecom Group determined that a portfolio of cloud-based technology services could meet the client's needs for a fraction of the cost, and in less time. First, Green Telecom arranged for a hosted, VoIP phone system that would prevent the purchase and management of on-site telecom equipment such as a PBX. Green then worked with Matrix IBS to develop a customized package of cloud computing and IT support services for Pacific Steel.

With Matrix's solution, most of the customer's critical software (email, Microsoft Office, ERP and CRM) and data storage was provided over the Internet as a service, rather than residing on in-house equipment. This enabled employees to perform their jobs on basic laptop computers requiring little

more than a fast Internet connection. While some essential networking gear and servers to run the customer's data-intensive CAD software needed to be on-site, Matrix's hybrid solution tied it all together seamlessly through a hosted "desktop as a service."

The Benefits

Compared to the initial proposal to outfit Pacific Steel's office with \$400K of traditional, on-site equipment, the customer's cost savings with the cloud-based solution were nothing short of profound. The up-front equipment costs were a mere \$8K, plus a monthly recurring cost of \$3,300 for the hosted services. Using Matrix's managed services, which included remote IT support, also meant Pacific Steel didn't have to hire its own IT employee at an estimated salary of \$100,000 per year.

Beyond the cost savings, cloud services are far faster and easier to set up compared to premise-based systems. With the solution from Green Telecom and Matrix, Pacific Steel was up and running within a few days, whereas doing it "the old way" would have taken at least several weeks.

Furthermore, the limited on-site hardware and hosted nature of cloud services make the solution easily scalable. After the initial contract, Pacific Steel continued to grow rapidly as it was able to onboard new employees quickly and open new office locations with very little provisioning time. The company that started with 12 employees has now tripled in size. And thanks to its modernized, cloud-based approach, Pacific Steel Group's technology services don't get in the way of a strong bottom line.