

CLIENT PROFILE



Client: 2nd Wind Exercise Equipment

Headquarters: Eden Prairie, Minnesota

Number of Locations:

- 100 Retail Store
- 4 Distribution Centers
- 4 Commercial Locations

Industry: Retail

Revenue: ~\$100MM

Employees: 325

Bio: 2nd Wind has 100 retail locations and an “award winning” commercial division, 2nd Wind is one of the most successful and respected fitness dealers in North America.

“Google Apps was the only solution that solved all our key challenges at a fraction of the cost to upgrade our current infrastructure!”

Tom Kelly, CFO/CIO 2nd Wind

BUSINESS CHALLENGE

2nd Wind is a sales-driven, entrepreneurial organization that grew from 20 stores to over 100 stores in under 3 years. The explosive growth placed a significant demand on the IT infrastructure and operations which could not accommodate the demands of a \$100MM organization. Users did not have individual email accounts, key data was not readily accessible outside the corporate offices, management had little control and visibility over store communications and collaboration between stores only existed via phone or fax.

KEY CHALLENGES

- Aging Microsoft Exchange infrastructure
- Single point of failure with limited disaster recovery capability
- Significant capital expenditure required to upgrade server hardware and Microsoft Licenses (Windows, Exchange and Outlook)
- Limited accessibility at some locations
- No eDiscovery or email retention policy
- Internal IT support was expensive, unpredictable and didn’t offer the required level of responsiveness

SOLUTION

2nd Wind’s 12-Month IT strategy revolved around aggressively leveraging best-of-breed Software as a Service (SaaS) solutions to reduce or eliminate aging and costly IT infrastructure.

2nd Wind engaged Agosto to perform an email and collaboration Needs Analysis. While performing the analysis, Agosto quickly distilled two options:

- a) Upgrade the Exchange Server infrastructure
- b) Google Apps Premier

Requirements Analysis				
Key: Usage Score: 10-heavy, 5-moderate, 1-light/no usage				
Collaboration Requirements	Corp. Usage Score	Store Usage Score	Exchange Availability	Google Availability
Email Usage				
Overall Usage	10.0	6.0	☐	☐
# of Email/day	40.8	15.9	☐	☐
# of SPAM/day	34.2	9.4	☐	☐
Storage Requirements	400MB / User Avg.	Unknown	☐	☐
Email Subfolders	7.3	5.5	☐	×
Email Flags	3.1	4.5	☐	☐
Email Follow-ups	2.9	1.3	☐	×
Email Categories	1.0	1.0	☐	×
Email auto-routing rules	1.8	1.0	☐	×
Outbound Email Aliases	1.9	1.0	☐	☐
Degree of email Sensitivity	4.7	2.8	☐	☐
Calendar Usage				
Overall Usage	8.0	8.0	☐	☐
Resource Scheduling	1.5	3.3	☐	×
Meeting requests (Int.&Ext.)	4.7	1.0	☐	☐
Free/Busy	1.5	1.0	☐	☐
Reminders	4.4	2.6	☐	☐
Task Usage				
Overall Usage	2.3	1.3	☐	×
Depth of usage	1.0	1.0	☐	×
Contacts				
Overall Usage	8.0	4.0	☐	☐
Categories	2.1	5.5	☐	×
Call Management	4.5	2.4	☐	×
Activity Tracking (Notes or Activities)	1.0	1.0	☐	×
Reminders	1.0	1.0	☐	×
AGOSTO	CONFIDENTIAL	PAGE 6		

Fig. 1: Agosto Needs Analysis measuring 2nd Wind’s actual collaboration usage.

ABOUT AGOSTO

Agosto has significant experience implementing and administrating On-Demand or Software as a Service (SaaS) platforms. By leveraging SaaS, we can create environments with integrated infrastructure, aligned to business goals and processes that allow a company to optimize its operations in a resilient and secure manner to meet the needs of the business at any moment in time. Whether it's managing IT operations, implementing mobile workforce management, delivering an On-Demand software, SaaS strategy, selection and implementation Agosto gets the results you expect.

For more information, visit www.agostoinc.com

“Agosto’s implementation and ongoing support was crucial to 2nd Wind’s success with Google Apps.”

Tom Kelly, CFO/CIO 2nd Wind

BENEFIT

Email and collaboration is a cornerstone of business communication today. Agosto’s analysis proved that Google Apps’ feature-set provided 2nd Wind significantly greater functionality and allowed 2nd Wind to evolve more efficient collaboration and business processes across all departments and users. Agosto provisioned Google Apps Premier and migrated all Exchange data.

KEY BENEFITS

- **1-Hour Provision and Setup** (communication functionality was restored 1hr after starting the project)
- **10-Day Data Migration** (75GB’s Exchange store)
- **Ondemand Pricing**
- **Collaboration Features**
 - **Gmail**
 - 25GB per user storage
 - Client-less user interface
 - Secure, Centralized management
 - **Google Docs**
 - Greater intra-store collaboration
 - Improved workflow process due to simplified, centralized data
 - **Google Talk**
 - Client-less internal video chat and instant messaging
 - **Google Video**
 - Private video sharing platform for training and internal communication
 - **Google Sites**
 - Easy Intranet tool for departmental site creation and data management
 - **Google Message Discovery**
 - 3 Year Message Archival
- **SAS70 Type II Compliance**
- **Environmentally friendly or “Green” Technology**



RESULT

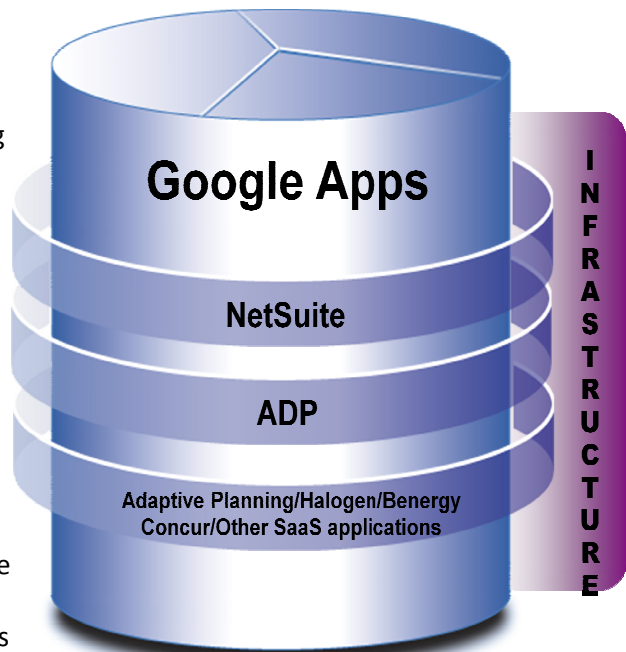
Google Apps was paramount to successfully achieving a significant IT infrastructure reduction while increasing functionality and business process. Additionally, Google Apps became the core platform for an overall SaaS strategy which includes: NetSuite, ADP, Adaptive Planning, Halogen, Benergy, Concur, and eFax. This SaaS strategy further reduces 2nd Wind’s infrastructure costs and ongoing support.

Agosto designed a phased implementation plan:

Phase I: Migrate from Exchange to Google Apps

Phase II: Replace Microsoft Office with Google Docs as part of asset lifecycle management

Phase III: Replace workstations with thin clients



The result is a **3-Year cost savings of \$146,947** for Phase I.

Google Apps vs. Exchange Cost Comparison (Phase I):

Abbreviated Google Apps vs. Exchange 3Year Cost Comparison		
	Google Apps Premier	Exchange
Infrastructure Hardware	\$0	\$65,000
Infrastructure Software/Licensing	\$52,500	\$47,400
Infrastructure Deployment Labor	\$12,000	\$24,750
Ongoing Support Costs	\$7,113	\$21,360
Message Archiving	\$37,600	\$31,500
SPAM Filtering	Included	\$31,500
Client Licenses (Outlook 2007)	\$0	\$34,650
3Yr Total Cost of Ownership	\$109,213	\$256,160
	3Yr Cost Avoidance	\$146,947

“Google Apps presents a very compelling email and collaboration solution. Any time you can increase functionality and efficiency while at the same time achieving considerable savings you owe it to yourself to look at the solution.”

Aric Bandy, President of Agosto and Project Manager of the 2nd Wind Google Apps Implementation