

# GN Netcom, Inc.

***A single source for products and consulting  
How GN Netcom gets IT all together***

## ***PC Connection Advanced IT services***

### **Networking**

- IT assessment
- LAN/WAN design, installation, and testing
- Network security
- Remote access management
- Wireless site survey and installation
- SAN implementation
- Data center design
- Network consultants

### **Hardware**

- Asset management
- Rollout management
- Adds, moves, and changes
- Custom system configuration
- Managed virus protection
- Help desk
- On-site maintenance contracts
- Warranty upgrades
- Damage protection
- Convenient leasing and payment options
- Obsolete asset disposition
- Authorized factory repairs

### **Software**

- Licensing management
- Installation and migration
- Hard drive imaging

PC Connection's in-house teams and nationwide network of service partners will work with you through every step of project development and deployment. We'll also be there for you as your network requirements change with business conditions.

**T**hough the selection criteria for and technology vendor are often easy to state, they are not always easy to satisfy. Of course, you want great prices and fast delivery, but you also want unbiased advice about which solutions to buy. One-stop-shopping would be nice and so would one-source billing. You want to deal with just one account manager, but you want one who knows your whole business — not just the pieces.

Given the criteria, which category is best?

One company that has tried them all is GN Netcom, Inc., the US subsidiary of GN Netcom Group, a Danish provider of hands-free communications solutions for call centers, mobile telephony users and other markets. That subsidiary, located in Nashua, NH, has an IT staff of four to support over 450 users spread out in three geographically dispersed businesses and facilities. The same IT group that supports GN Netcom in Nashua also supports GN JABRA in San Diego, California, a maker of hands-free products for the mobile consumer, and Hello Direct in San Jose, California, a business-to-business marketer of hands-free telephony and equipment interface solutions.

GN Netcom found that by choosing PC Connection as its technology source, it doesn't have to choose at all. It gets pricing and delivery equal to or better than what it once received from a vendor directly. It gets the wide product selection that comes from a dealer. And it even gets great advice and hands-on implementation from third-party integrators — all through a single relationship with a techno-savvy account manager that knows GN Netcom top to bottom.

Greg Braggdon, GN Netcom's IT manager, explains how this optimal situation evolved: "I came here in

the fall of 1999. The previous manager had brought in someone else with whom we had done a fair amount of business. During 2000, I was not happy with the way things were going. So I began to do more business with PC Connection. As time went by, I found the PC Connection sales rep to be someone I could turn to for a variety of things. In addition, the computer manufacturer we were using

***Through its nationwide network of strategic partners, PC Connection is able to deliver any IT service your business needs.***

was not satisfying our needs. We were buying PCs from them and they weren't delivering. They also weren't giving us quotes in a timely manner and so we turned that business to PC Connection as well. We still buy the manufacturer's PCs. We just stopped doing it direct"

But in addition to equipment (virtually all of which now comes through PC Connection) GN Netcom also relies on PC Connection for consulting and integration. In fact, Braggdon prefers going to PC Connection for advice first — even when selecting an integrator or consultant.

### **No conflict of interest**

"In the past," says Braggdon, "one of my problems working with an integrator is that the person

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## Case Study #416: Advanced IT Services

doing the work is also the person selling you products. In a relationship with PC Connection, the two roles are kept separate. I can talk to someone about equipment without them automatically trying to sell me something. With PC Connection, they offer me a solution based solely on whatever question I ask. There's a buffer so I don't have to worry about any conflict of interest."

That's not to say that Braggdon never hires an integrator. He just finds that doing it through PC Connection is a lot easier and leaves him time for other responsibilities. In fact one of PC Connection's integrators, All Bases Covered (Redwood City, CA), has essentially taken over day-to-day operation of the San Diego facility. It also provides two people on-site for a combined 24 hours a week in San Jose to help run the IT operation there. PC Connection recommended the integrator and handles the billing — saving Braggdon the time needed to find and screen candidates and administer the relationship that PC Connection set up.

***"One thing the PC Connection people are constantly doing is training. If we were to do that it would mean having one of our people spend six months a year going to seminars. We have a different job to do — which is why we rely on someone like PC Connection."***

*— Greg Braggdon, IT Manager*

### Where to go in a crisis

Using PC Connection to bring in consulting resources can also save time in a crisis. Braggdon recounts one episode in which GN Netcom needed consulting help on a key part of the company's ERP transition. "One of our outsourcers we were using in our San Jose facility was departing just at the time we were consolidating ERP in Nashua. We needed to pull information from those San Jose systems, which were using technology from Citrix Systems (Fort Lauderdale, FL) as a data conduit. The Citrix environment was a high-availability system that needed to be kept stable and operating [through the ERP project] especially since our Citrix expertise was departing with this other outsourcing company."

PC Connected recommended and subsequently contracted with Diva Systems (Redwood City, CA) to provide Citrix training and integration services. "They came in and did a full day of evaluation of the system and provided several hours of training on how to administer the hardware. They made several adjustments and also provided a thorough written report. I would say, including our PO process, it probably didn't take much more than a week to bring them in. Since then, we have had very few problems with these systems, if any. It was a good experience. PC Connection handled the whole process, including paying Diva Systems for us."

Braggdon says that this is the type of outcome he has come to expect from PC Connection. "I was very happy but not surprised at the result. I have dealt with PC Connection for a long time and they have always delivered for me."

Braggdon considers PC Connection an extension of his own staff — except that PC Connection can do things no employee could ever do. "Even if we hired somebody fulltime, that role could not always be filled. One thing the PC Connection

people are constantly doing is training. All their vendors are constantly training them about new technologies and how different products work together. If we were to do that it would mean having one of our people spend six months a year going to seminars. We have a different job to do — which is why we rely on PC Connection. Their expertise and the information they gather from vendors are invaluable."

And so too, evidently, is PC Connection's willingness to respond.

"When you're backed into a corner, it's nice when someone comes in and gets you out. When time is running against you, it's sometimes hard to get someone else to feel the same level of anxiety that you feel. That's what I really want from my technology provider."

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