



## Technology Partner for the Long Haul

Redneck Trailer Supplies relies on JMARK to streamline its IT infrastructure and provide day-to-day support, freeing in-house IT staff to focus on core business issues.

Redneck Trailer Supplies is a leading provider of quality trailer parts and accessories for trucks, boats, snowmobiles, flatbeds and all types of trailers. The company offers a huge assortment of products — including axles, brakes, hitches and ball mounts, jacks and suspension parts, and tires and wheels — and has many hard-to-find replacement parts in stock.

Founded in 1979, Redneck Trailer is headquartered in Springfield, Mo., and has 20 warehouses nationwide. Customers can also browse the company's catalog and order parts online. Through its Redneck Dealer Program, Redneck Trailer can help professional customers with merchandising, packaging and distribution.



**“JMARK’s focus is providing IT support. They are very efficient at it. It just made sense to me to have them take over those responsibilities so my team could focus on the business.”**

### THE CHALLENGE

Redneck Trailer had made significant investments in technology over the years, amassing a significant number of servers and related IT gear. As the amount of equipment in its data center increased, the company’s internal IT staff was spending a lot of time handling routine maintenance and day-to-day issues.

“When I first came on board — I’ve been here about two years — we had a lot of systems that were supporting just

one application,” said Kevin Young, Director for Information Technology, Redneck Trailer Supplies. “It seemed like every time a solution was implemented, it had its own set of hardware. One of my top priorities was to consolidate and centralize those servers, and I asked JMARK to help with that.”

Young also wanted to free his in-house IT staff from the distraction of maintaining the systems and network and providing help desk support to end-users. He called upon JMARK to take on that responsibility as well.

“My thinking is that I want my staff focused on things that are specific to the business, things we can do to implement projects that are application-specific, that make money. I don’t want my people just doing day-to-day computer maintenance, the care and feeding of systems and watching the network to make sure things are up and functioning. My company doesn’t make any more money because I have people doing that,” Young said.

“JMARK’s focus is providing that kind of support. They are very efficient at it. It just made sense to me to have them take over those responsibilities so my team could focus on the business.”



## THE SOLUTION

JMARK's first task was to centralize all of Redneck Trailer's server hardware and implement server virtualization. Virtualization enables the creation of multiple virtual machines on a single piece of hardware, eliminating the need for a separate server for each application. JMARK was able to consolidate the company's servers onto fewer pieces of equipment, and repurpose some of the hardware to create redundancies for business continuity.

"They inherited all of these standalone servers, so one of the first projects we undertook with them was to move to more modern hardware and consolidate those systems," Young said. "With fewer servers we have a more streamlined environment and at the same time can take advantage of the failover capabilities of the virtual machines to protect against downtime."

**"JMARK's experts use advanced tools to remotely monitor the company's IT infrastructure in real time for server errors, connectivity failures, backup and recovery problems, and many other issues."**

With the new infrastructure in place, JMARK took over systems and network management for Redneck Trailer. JMARK's experts use advanced tools to remotely monitor the company's IT infrastructure in real time for server errors, connectivity failures, backup and recovery problems, and many other issues. JMARK also stays abreast of the latest security threats that could potentially disrupt the business. The JMARK team promptly resolves any issues and performs continuous, proactive management to ensure that Redneck Trailer's systems and network are performing optimally.

The program proved to be so successful that Young decided to expand the relationship to include desktop management and support. JMARK now serves as the help desk for Redneck Trailer's 300 end-users.



### SOLUTION SUMMARY

## Redneck Trailer Supplies

- Carrier circuit notifications and alerts across 500 locations sapped IT staff productivity.
- JMARK took over the monitoring and management of carrier circuits, prioritizing and responding to each alert.
- Continual monitoring enables rapid problem identification and resolution, proactive management, and accountability.
- IT staff are freed from time-consuming tasks while gaining greater visibility into the network.
- Customized solution ensures not only the availability but the performance of Community Choice's mission-critical network.

# Redneck<sup>SM</sup>

"When our users need help with an application or they're having a PC problem, or they've locked themselves out and need their password reset, call JMARK," said Young. "JMARK has taken over the help desk function and handles all the day-to-day trouble tickets. Sometimes an issue will get escalated back to us, but they take care of a large percentage of the calls that come in without the need to involve our IT team."

**“It’s much more efficient for me to outsource the daily systems management, the backups, the watching of the network.”** *Kevin Young, Director of IT*

### THE RESULTS

JMARK’s comprehensive managed services have removed the burden of day-to-day issues from Redneck Trailer’s seven-person IT staff. Young sees that as a more efficient use of resources.

“It’s much more efficient for me to outsource the daily systems management, the backups, the watching of the network,” he said. “It’s also much more efficient to let someone else take over the help desk. Many of the issues are minor but they are obviously important to the user who is stuck and can’t do his job. You still have to stop and fix them.

“JMARK took a lot of burden off of us so we can concentrate on projects and not get interrupted constantly throughout the day.”

Through its proactive approach, JMARK has also helped to reduce the number of IT issues significantly.

“We had been receiving more than 300 help desk calls a month. Now we’ve stabilized a lot of things and we’re



averaging less than 200 tickets a month,” said Young.

JMARK’s relationship with Redneck Trailer is proof positive that managed services make sense for organizations with in-house IT staff. Young recognized his team’s areas of strength and outsourced functions not core to the business.

“JMARK has technology people on staff who are experts in systems management, network management, those types of things. The people I have on staff are more applications and solutions focused,” he said.

“We don’t lose anything by partnering with JMARK except the headaches of day-to-day IT maintenance. They are very responsive with their support and monitoring — I have never had any issues there whatsoever. It’s a great relationship.”

### About JMARK

JMARK specializes in helping businesses eliminate technology pain while increasing efficiency and profitability. The JMARK team includes some of the best engineers and technicians in the industry, backed by disciplined processes and a state-of-the-art Network Operations Center (NOC). When you choose JMARK, you gain a technology partner who always keeps your best interests in mind by delivering your description of technology success.



[JMARK.COM](http://JMARK.COM) | 844-44-JMARK

#### MISSOURI

601 N. National Ave, Suite 102  
Springfield, MO 65802

#### ARKANSAS

688 Millsap Road  
Fayetteville, AR 72703

#### OKLAHOMA

5800 E Skelly Dr, Suite 500  
Tulsa, OK 74135

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