



Small Business Case Study

Product Used: Intel® Xeon® processor technology, Intel® Centrino® Duo mobile technology, Intel® Pentium® processor
Company Size: 1-10



Intel Roars Into FloatPoint Media

Case Summary

When Roaring Women*, the Hamilton Music Awards*, and a local pharmacy chain needed a powerful web presence with quick turnaround times, they turned to FloatPoint Media. When FloatPoint Media needed larger servers, faster processors and more reliable computers for graphic design, programming and presentations, it turned to Intel.

Challenge

After working as a developer for companies around the world, FloatPoint Media president, Devin Tuinstra, knew there was an opportunity to bring together his global contacts to deliver web-based content and projects to clients more quickly using a 24-hour workday rather than an eight or nine hour day. In 2003, he launched FloatPoint Media, leveraging contacts he had developed while working as a developer for Detroit-based companies over the course of 6 years.

Today, FloatPoint Media has staff in California, Ontario, the UK, Sweden and Pakistan. The team hands work from one time zone to another which allows projects that would normally take upwards of 2 weeks to be completed in three to four days.

The challenge was ensuring rapid access to information, allowing project managers to electronically and seamlessly hand projects from one project group to another, as well as building a corporate network for the Ontario staff which could expand with projected business growth.

In addition, the company was providing hosting services for its clients and needed to ensure it had the power and speed needed to rapidly display web pages

"My niche is helping mid to large size companies find new marketing ideas to get them off their plateau," says Tuinstra. "What these businesses need is a second set of eyes and new campaign ideas. We go in and offer opinions and outside the box solutions that leverage the Internet."

With clients from all walks of life from golfer Arnold Palmer, to the Hamilton Music Awards and the Better Business Bureau* of South Central Ontario, FloatPoint Media has grown very quickly.



“A stable network provides the platform for everything we do,” says FloatPoint Media’s Devin Tuinstra. “With Intel, I get the stability I need for my clients.”

“One day, I was a local business, the next I was doing work globally,” says Tuinstra. That growth meant ensuring his team had the right tools to do their work quickly, a stable network for hosting client files and a wireless solution to allow him to continue doing development work while meeting with clients outside the office.

“When I started the business, I had a smaller server in-house. We quickly outgrew it,” he said, adding as the company’s design software was updated and upgraded, more and more clients were coming on board, they needed the power and capacity to handle the increased load.

“The longer you leave things like software upgrades, the greater your security risks,” notes Tuinstra, who focuses on providing staff with the latest software and needs leading hardware to run it effectively.

Solution

One of the first things FloatPoint Media did was relocate its servers to a collocation facility and purchase new Dell® PowerEdge® servers with Dual-Core Intel® Xeon® processor technology. This upgrade instantly gave them the capacity and speed needed to support client workloads. For Tuinstra, the move allowed for increased scalability as the company continues to grow, as well as providing the stability he was looking for.

“A stable network provides the platform for everything we do,” he says, noting their global development team log into the server, review the project log, see the assigned tasks and upload completed projects every day. As projects are moved along, they are handed off to the different time zones using the custom-built project management software.

The company also upgraded the desktop computers being used by in-house staff. For these employees, Tuinstra selected desktop computers with Intel® Pentium® processors, as well as purchasing a few laptops with Intel® Centrino® Duo mobile technology to allow for increased portability while offsite with clients and greater productivity by enhancing employees’ ability to work wherever and whenever.

Key Advantages

Through his purchases, Tuinstra was focused on two things: stability and reliability.

“With Intel, I get the stability I need for my clients.” And, he knew that by doing a complete upgrade from the desktop up, he was increasing security by working on the latest platforms and software packages, while having enough power to complete work quickly.

“I knew that with Intel there would be no issues with heat or dependability. We wanted the long-term stability of the Intel platform. Intel is an important component of technology I am running,” says Tuinstra.

Laptop Portability Keeps President In Touch

Tuinstra spends more than half his days out of the office meeting with clients. Believe it or not, he used to pack up his desktop computer and cart it from the office to his home office every day. He knew he needed a portable solution but also needed power to run the design software his clients rely on.

“I was carrying my desktop PC back and forth for one and a half years,” he says. “My new laptop replaces the desktop.” Tuinstra’s new Dell® Inspiron® laptop with Intel® Centrino® Duo mobile technology has the power he needs to program web sites, design campaigns and do custom animation projects.

“It took me a long time to choose my laptop. It was important to get something with a long batter life, while buying a computer I wouldn’t need to replace in a year. I even found that rending in 3D and photoshop is even faster than on my desktop.”

With the release of Intel® Centrino® Duo notebook Dell® Inspiron® 6400, he knew he’d have the power and battery life he needs to work remotely. Tuinstra spends a lot of time working out of car and can’t always get to a plug. With more than four hours running processor intensive programs, Tuinstra found the right combination in a desktop replacement.



The added benefit has been the ability to easily connect to the office using the built-in wireless access capability.

"Any time I can spend away from the office and reducing admin time is a huge cost benefit. I can connect from client sites to all of our management systems. It's a huge time saver for me."

Leaving his desktop behind has come with an added peace of mind. He doesn't worry about dropping his computer on trips from the office to the car.

The new mobility has made a good impression with clients, adds Tuinstra who estimates the laptop paid for itself in 2 weeks. More professional presentations have increased the business bottom line and he was able to raise prices by 12%.

Women's Network Gives Intel Top Marks

When Mandie Crawford started her business in 2004, she saw a need to help women build the systems and learn the processes required for successful business growth. By offering a place to connect with other entrepreneurs as well as educational programs teaching business fundamentals, Roaring Women became a rapid success story growing 150% in the first year and more than 100% every year since.

Crawford delivers content over the Web and saw opportunities for delivering more and more information to her members. The problem was her former marketing company wasn't delivering. She turned to FloatPoint Media for a solution.

"Women want to be able to connect with each other 24/7," says Crawford, noting she's been able to leverage the Internet to allow members to connect, host meetings and market their products online, leveraging the hosting services provided by FloatPoint on their servers with Intel® Xeon® processor technology. FloatPoint optimized Roaring Women's web content to expand visibility across the Net. This upgrade increased traffic from 40,000 to 80,000 hits virtually overnight. Today, they are closing in on 1 million hits per month.

Roaring Women's president sees real value in the use of technology and is trying to educate her members on how to effectively leverage it. She is offering information about different online tools and is providing education to members on how to use them effectively.

With two laptops herself, including a new Dell® Inspiron® with Intel® Centrino® Duo mobile technology, Crawford spends a great deal of time out of the office as a professional speaker. She needs instant connectivity, as well as a high performance laptop to allow Crawford to deliver powerful multimedia presentations to her audiences.

"I can't be without my laptop. I can't do my job without it," she says, adding the improved, longer battery life is huge.

Wireless Makes Networking Easy

When it came to connecting the FloatPoint staff together, installing a wireless network just made good sense. With concrete walls in the office, a traditional hard-wired network would have required drilling through cement.

"It was going to be too complicated to wire this building. Wireless was a much easier network to install," he said, adding that having wireless connectivity with his laptop powered by Intel® Centrino® Duo mobile technology means he can access his client files, office data and presentation material via their web-based management tools both in the office and while on the road.

Global Team Connected Online

FloatPoint Media leverages its global development team to give its clients fast turnaround times on projects that need to get done quickly. For the Hamilton Music Awards, their site needed constant updates with new agendas, guests and musicians.

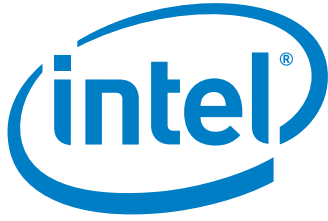
Starting in the Eastern Time zone, FloatPoint Media picked up the projects and started doing the updates. At the end of their work day, they'd then hand off projects to the next development team in the next time zone, which would just be starting their work day, by tapping into their servers powered by Dual-Core Intel® Xeon® processor technology and using their proprietary project management software to manage the transition.

Future Uses

For Roaring Women, the future is filled with new content, more educational programs and a women's newswire. To do it all, Crawford needs the speed and reliability of FloatPoint Media's developers and its servers with Intel® Xeon® processor technology.

For Tuinstra, ongoing growth globally will see the need to add another server with Dual-Core Intel® Xeon® processor technology to support data storage and archiving.

The company is also planning to expand its support of the deaf community where there are opportunities to connect advertisers and the deaf community who rely on the Internet and e-mail for communication.



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