



# nitixblue

## Frederick's Appliance Center

### CUSTOMER

Frederick's Appliance Center

### INDUSTRY

Retail

### URL

www.fredericksappliance.com

### CLIENT INFORMATION

Frederick's Appliance Center was first opened in 1971 in historic downtown Redmond, WA. Since that time the store has been the mainstay for the appliance needs of customers and contractors alike.

### Searching for More than Just Infrastructure

Frederick's Appliance Center, a mainstay for the household appliance needs of customers and contractors in Redmond, WA, is focused on total commitment to the customer experience. As with any successful business, dependable IT infrastructure played a critical role in Frederick's achieving its business goals. However, being a small business, it has no dedicated IT staff, and little time for IT issues. With two old Microsoft® Windows® servers and two Cisco® routers, Frederick's was unable to keep pace with its growing needs, and it was becoming too complex and costly for the business to manage. As a result, the Frederick's staff was feeling the pain of outdated IT infrastructure. Despite limited resources, Frederick's wanted some control over its IT infrastructure, and, due to its strong customer focus, it really needed dependable IT services such as webmail, file sharing, and a reliable backup solution.

The business' outdated IT infrastructure and difficult to manage systems impelled Eric Blakemore, President of Frederick's, to discuss potential solutions with Kevin Selkowitz, President of Selkowitz.com: Computer Services, and the business' IT consultant for a number of years. Without a huge IT budget and no in-house IT staff, Blakemore wanted a complete solution that would address Frederick's need for updated hardware, easy to

manage systems, a complete range of IT services, and most importantly, a dependable platform that could scale and change with the needs of the business.

### NitixBlue: Not Your Typical SMB Solution

Initially daunted by the prospect of change, Blakemore thought Frederick's should perhaps continue in a Windows environment. However, before making a decision, he wanted to hear the recommendations of his trusted IT consultant. Selkowitz knew that Frederick's need for a truly manageable, scalable, and dependable platform that would fit the bill as a complete and affordable IT solution warranted Frederick's to look beyond the standard packaged solution.

Based on his experience with Nitix and the competing solutions available, Selkowitz chose to recommend a Mark I Net Integrator server running NitixBlue to resolve Frederick's issues. Since NitixBlue was designed to deliver the power of IBM Lotus® Domino™ Express with small business simplicity, "Everything Frederick's needed was in NitixBlue, ready to go, out of the box. No other system could offer it – we'd have to custom roll a backup solution, configure a separate firewall, etc." says Selkowitz.

Blakemore was convinced by Selkowitz's confi-

### CHALLENGE

Outdated IT infrastructure and difficult to manage systems impelled Frederick's Appliance Center to look for a new IT solution. Without a huge IT budget, and no in-house IT staff, Frederick's wanted a complete solution that would address the need for updated hardware, easy to manage systems, a complete range of IT services, and most importantly, a dependable platform that could scale and change with the needs of the business.

### SOLUTION

NitixBlue and a Mark I Net Integrator server.

### RESULTS

One of many noticeable changes since implementing NitixBlue is that, "Domino Web Access (DWA) is giving our sales staff the ability for the first time to access email when not at work. This is improving our responsiveness to customers and significantly shortening our sales cycle".

- Eric Blakemore, Frederick's Appliance Center

## Frederick's Appliance Center



*NitixBlue didn't only get Frederick's infrastructure and web services requirements licked, but with one-click access to business apps, my client now has the potential to grow without causing the need for huge changes in their environment every time they need to add something. I'm pleased to be able to offer them business applications in addition to solid infrastructure and web services, all in one solution.*



Kevin Selkowitz  
Selkowitz.com:  
Computer Services

## About Net Integration Technologies Inc.

Net Integration provides easy-to-use and affordable networking infrastructure for small businesses. Serving the needs of those with little or no in-house IT expertise, Net Integration enables businesses to quickly get up and running, and focus on business, rather than worry about IT. With highly reliable automated data back-up and disaster recovery solutions, Net Integration protects customers from inadvertent loss of critical data.

Based on robust Linux technology, Net Integration's self-managing operating system, Nitix, has over 11,000 installations worldwide, and does not require Linux-specific knowledge. Net Integration has an extensive global network of resellers and strategic partnerships with IBM, NTT, Ricoh, and Sage Software.

[www.nitix.com](http://www.nitix.com)

dence in NitixBlue and decided to implement the solution. With NitixBlue, deployment was fast: "We set up the new server and got every workstation moved onto the new domain and DAMO [Domino Access for Microsoft Outlook] within ten hours" says Selkowitz. NitixBlue provides Frederick's with the IT services it desired: access to webmail, file sharing, and most importantly, a reliable backup solution that ensures the business can backup data to the server automatically, as often as every 15 minutes, without dedicated IT staff. In case of disaster, data can be retrieved from the server within minutes.

Best of all, going forward, NitixBlue provides Frederick's with sufficient room and potential for seamless IT growth. Unlike any other solution on the market available, NitixBlue also offers point-and-click SMB-ready business applications. This means that Frederick's has access to one-click application deployment on servers and workstations, live application updates right to the workstations, and offline access to business-critical applications. Additionally, new applications can easily be customized, developed, and added to their environment to address any potential need they might encounter. According to Selkowitz: "NitixBlue didn't only get Frederick's infrastructure and web services requirements licked, but with one-click access to business apps, my client now has the potential to grow without causing the need for huge changes in their environment every time they need to add something. I'm pleased to be able to offer them business applications in addition to solid infrastructure and web services, all in one solution."

### An Easy to Manage System, Infrastructure and Business Applications!

Frederick's found that NitixBlue is a complete and dependable IT solution, easy to manage, and provides a complete range of IT services. Best of all, Frederick's discovered its investment in NitixBlue as an IT infrastructure solution was just the beginning. Next, depending on its business needs, Fred-



erick's can choose to deploy collaborative business applications and automate business processes, like sales, HR, marketing, and finance with just a few clicks! Frederick's can start harvesting ROI on its IT infrastructure while also accelerating its business. It is this added value with business applications that takes NitixBlue way beyond any other competitive solution.

In contrast to the off-the-shelf Windows server that Frederick's initially considered, NitixBlue is a huge cost savings. According to Selkowitz, "There is little ongoing work – it's easily managed remotely – Eric can do the basics, and we just have to install updates from time to time, which is a huge cost savings for Frederick's. Eric was impressed by the simplicity of the system. He's amazed by how easy it was to install, how feature rich it is, how Outlook looks the same, and he's very pleased with external remote access with webmail."

At the end of the day, for Blakemore the proof lies in the experience: "Domino Web Access (DWA) is giving our sales staff the ability for the first time to access email when not at work. This is improving our responsiveness to customers and significantly shortening our sales cycle." Moving forward, NitixBlue will be able to support the business as its needs grow and change. Selkowitz agrees, "Small business servers have generally fallen under two categories: simple but limited, or powerful but complex. NitixBlue is the first truly great small business server as it is simple, powerful, quick to deploy, and easy to maintain. What's more, as a reseller, I can deliver more value to my clients by delivering business applications instead of just infrastructure."



Net Integration Technologies Inc.

7300 Warden Avenue, Suite 203 • Markham, Ontario • Canada L3R 9Z6

Phone: 905-946-1777 • Toll-free: 866-384-8324 • Fax: 905-946-2468

Email: [sales@nitix.com](mailto:sales@nitix.com) • [www.nitix.com](http://www.nitix.com)

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