

# Developing IT Strategies For The Present And Future

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Yardstick Technologies helps their clients develop present and future IT strategies. They navigate technology decisions and give guidance on all things infrastructure.

Preciseley Microtechnology Corporation (PMC) is a global leader in optic MEMS solutions for optical communications systems, automotive and 3D sensing applications. Yardstick looks ahead to what's happening in the IT space and helps plan for how these shifts will impact their clients. Their robust IT strategies helps customers like Preciseley Microtechnology Corporation develop a roadmap to budget and forecast expenses, and meet their overall business objectives.





# CHALLENGE

An Edmonton-based tech startup had ambitions to become an international company – but they had no technology infrastructure in place.

Preciseley Microtechnology Corporation (PMC) is a Canadian company that develops ultra micro-machines. When they came to Yardstick, their goal was to become grow their international business, but so far they had basic email and almost no infrastructure. The company had been buying their computer hardware piecemeal from bulk distributors – it was time to invest in real tech support involving future planning. They needed infrastructure and a plan for growing their company from one office to multiple locations around the world.

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Businesses outsource to a company like Yardstick because they don't know how to navigate those technology decisions: They don't know what they don't know.

# WHAT THEY WANTED

The hardware the company was using wouldn't support their future plans of working on a cloud-hosted system

Not only did Yardstick help PMC get updated hardware that could accommodate cloud-hosted programming — they were also able to assign hardware to the client's various employees based on their needs. Some employees were engineers and needed computers that could process design software and large files. Office admin staff needed workstations to process day-to-day tasks, while remote staff needed machines with mobility and agility. "Lenovo is our preferred partner for customers because they have such a wide range of products, and the client had so many different roles," said Chris De Marchi, Virtual Chief Information Officer, Yardstick Technologies

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As we were transitioning the client to an environment that supports future technology, we were also transitioning them to Lenovo products.





# THE SOLUTION

After conducting an assessment, Yardstick communicated the potential risks and developed strategies to mitigate it

Yardstick Technologies puts together an in-depth IT assessment for clients that explains the unrealized risk of working without infrastructure or keeping certain older technologies in place. Using their in-depth, six-month process, Yardstick broke down how potential risk can impact the business for their client PMC. Then, they worked to mitigate that risk through hardware and software, and by developing strategies and action plans for replacement options and timelines. Budgets are a factor in this process, as are pre-existing hardware and warranty lengths.



Communicating that risk and how it impacts the client is key.

– Chris De Marchi, Virtual Chief Information Officer, Yardstick Technologies



# WHAT THEY DID



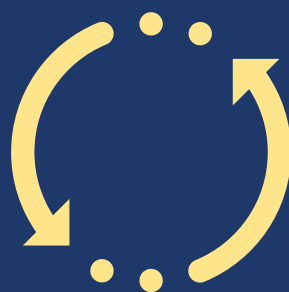
Upgraded employees to specific Lenovo products that suited the needs of their role within the company



Mapped out printers, networking, and wireless access points for users beginning at the company's new office in Burnaby, British Columbia



Started development on an Azure-hosted product to be used in conjunction with Microsoft's cloud products



Positioned Office 365 as the first initiative rolled out to support future cloud-hosted file-sharing.





# WHAT THEY ACHIEVED



Moved PMC away from hardware that was likely to have support issues to Tier 1 machines with extensive warranties and up to seven years of vendor support



Guided the client through a huge growth phase by moving from the infancy stage to enterprise within a year or two



Transitioned PMC to new Lenovo products that would work with cloud-hosted software and individually suited each employee's needs



Moved operations from Edmonton, Alberta to a new location in Burnaby, British Columbia.





# A DEEP DIVE INTO THE SOLUTION

Taking the customer through the Information Technology Roadmap process is a smooth ride

"We do a great job listening," said Chris De Marchi, Virtual Chief Information Officer, Yardstick Technologies. "That is one of our core values. First, we seek to understand what the client is looking for, then develop a custom solution around those business needs." Yardstick spends about six months with every customer, assessing all of the 50 or so technology best practices that they've developed. Once that process is completed, Yardstick assigns risk, low, medium, or high, to what the customer will experience if their technology fails.

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## Created an annual plan that comes with quarterly check-ins and frequent strategic updates

Focusing on long-term plans that can take on a span of one, two, or up to three years, Yardstick continues to have a close working relationship with their clients long after the roadmap is in place. "Plans change, that happens, we expect it," said Chris De Marchi, Virtual Chief Information Officer, Yardstick Technologies. "Every quarter, as we're checking in with them, it's important that we're very fluid with the customer and can re-adjust those milestones, so they know what they need to be mindful of."

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Once it's been produced and presented to the customer, I myself am checking in with the customer, at minimum on a quarterly basis, to talk strategically.

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Chris De Marchi, Virtual Chief Information Officer, Yardstick Technologies





# KEY BENEFITS



For plenty of clients, when they're in the startup phase, more of an emphasis is placed on saving money, creating momentum, and making a name for themselves within their niche space. But as companies begin to accomplish those goals, other technology needs can no longer be ignored. As an MSP, Yardstick is accustomed to coming in at an important time in a company's lifecycle to provide appropriate technical support that takes into account factors like their budget and growth goals.

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We make sure clients understand the technology decisions they're making before they haphazardly sign on the dotted line.





# KEY BENEFITS

Technology is changing every day. Yardstick keeps their finger on the pulse

Technology needs can make or break a company, both from a services provided and a budget standpoint. Using an expert for outside analysis is a great way to potentially save money and time, so clients can focus on their own work at hand, not the IT setup. "Clients look to us for guidance, to help frame those decisions for them," said Chris De Marchi. "You need to have someone with a pulse on 'hey, how do I take advantage of this?'"

Contact **Yardstick Technologies** at 780-701-1838 to find out how they can help your business achieve more with a simple upgrade to smarter technology.