

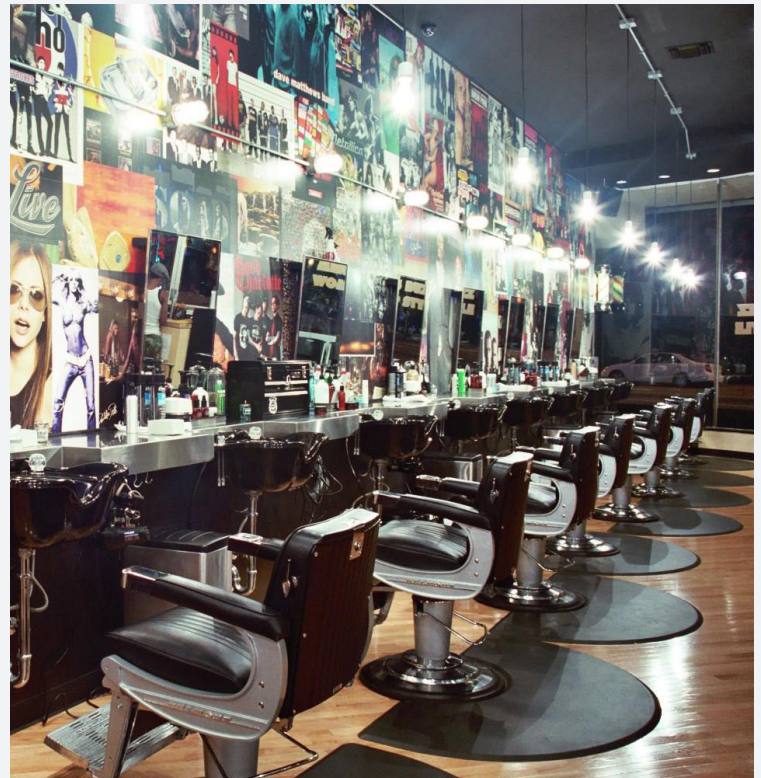
CASE STUDY- FLOYD'S 99 BARBERSHOP

How ELEVATE can transform a business.

Floyd's 99 is NOT your grandfather's barbershop. With an old-school, new-style mentality, Floyd's mixes excellent service with the new style appeal of an experienced and talented staff.

From the diverse styles and personalities of our stylists/barbers, to the signature rock and roll poster wall plastered with a time machine of music memorabilia, Floyd's 99 is a place where the music is worth turning up and where everyone can proudly let their individuality shine. With over 100 barbershops nationwide, they want each experience at Floyd's 99 to be as unique and authentic as the people who fill the shop.

Floyd's has always been very clear that their expertise lies in barbershops, not IT, but like most companies they rely heavily on IT to run their business and technology performance is essential to their success. As Floyd's prepared to engage with Elevate Services Group, it was their goal to find a strategic IT partner they could trust with their critical IT functions, in order to focus on their internal resources on the higher value technology functions that drive revenue and engage with their customers.



Previously Floyd's IT was managed with a single IT Manager and a third-party managed services provider (MSP) that provided infrastructure support and help desk services. Typical of most small to medium sized businesses, Floyd's IT was tactical in nature and focused on the day-to-day operations of IT in a siloed fashion versus a more business driven strategic approach to IT. Floyd's also outsourced

its infrastructure management and help desk services to a traditional MSP that lacked the standards, metrics and performance that are afforded by best in class IT operations specialists. Finally, due to the decentralized approach Floyd's took with IT, Floyd's and its franchisees did not benefit from the standards and economies of a more centralized approach.

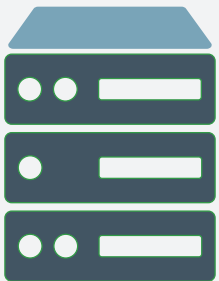
BUSINESS CHALLENGE

As Floyd's continued to experience business growth, their current approach to IT was not sustainable. The challenges of building IT from the ground up combined with the growth of the business and need for scalability began to negatively impact IT performance in several key areas:



Network Infrastructure

Floyd's was managing 15 carriers and over 80 invoices from various network providers across the country. In addition, Floyd's had an unmanaged switch, firewall and single point of failure configuration with its various barbershops around the country.



Server Infrastructure

Floyd's "private cloud" infrastructure offered by their managed service provider was beginning to experience a series of long-term outages that would last for more than a day, which dramatically impacted their business. Unfortunately, there were no SLA's in place to ensure accountability and recourse for non-performance. This arrangement also led to performance issues with reports taking several hours to process and distribute to the various barbershops versus real-time access that can be acted upon sooner.



Service Desk Support

Floyd's managed service provider also provided service desk support that was unresponsive, undertrained and lacked the empathy and understanding of the unique nature of the industry and Floyd's culture. Despite several efforts over an extended period of time, service levels continued to suffer and negatively impact business performance.

TECHNOLOGY SOLUTION

Elevate Services Group offered a comprehensive managed technology solution to Floyd's including a strategic approach to IT management and security, managed network, infrastructure, and service desk services:

- **Strategic IT approach**

Using Elevate's proprietary Discovery, Analysis, Roadmap and Timeline (DART) methodology, Elevate was able to analyze Floyd's current environment and recommend a comprehensive roadmap solution that reduced their overall costs, improved technology performance quality and shift resources to more strategic business driven initiatives. The DART approach provides the people, process and technologies including managed services required to support their current and future growth and scalability requirements at Floyd's.

- **Managed security, network services and Voice Over IP (VOIP) telephony**

Floyd's dramatically improved and simplified its network performance an administration by engaging with a single managed network solution including a single billing structure, new switches, new firewalls, new circuits and 4G backup for failover purposes. Once the network was in place, Floyd's implemented a nationwide VOIP solution to each of their barbershop locations to standardize on voice communications.

Within all of these areas, Elevate implemented specific performance standards/SLA's, operating metrics/ QBR's and governance to ensure accountability to Floyd's ownership on their performance.

- **Managed infrastructure and service desk support**

As Floyd's infrastructure challenges became more critical, they transitioned from the third party private cloud option to a more secure, flexible and reliable Microsoft Azure platform. In addition, Elevate provided specific training to its service desk on the company, its culture and industry to build empathy and strategies for delivering the highest quality of service desk support. Elevate also conducted regular surveys of end users to ensure support levels remained consistent in the new environment.



THE OUTCOME

By moving from a decentralized approach to a fully managed and centralized approach to network, security and infrastructure from Elevate Services Group, Floyd's was able to experience significant improvement in performance and service quality, while reducing costs and investing in more strategic IT initiatives. As a result of Elevate Service Group's efforts, Floyd's achieved the following outcomes:



Improved Infrastructure Performance

After running a complete analysis on Floyd's infrastructure requirements, they were migrated to a public cloud solution realizing immediate performance improvements and no downtime with expected cost savings using the utility computing model.



Increased Service Quality

By implementing Elevates Service Desk Support, response times and standards dramatically improved with specific protocols deployed to support the unique nature of the retail business. Overall satisfaction surveys went from 50% satisfaction prior to implementing the Elevate solution, to **93%** after the Elevate solution was implemented.



Significant Reduction in Network Costs

As a result of implementing a managed network and security solution, Floyd's was able to realize a direct network cost **reduction of 30%** with a significant improvement in administrative costs through a single billing arrangement.



Compliance to Industry Security Requirements

In moving to a secure, managed network, Floyd's can control information privacy policies in their point-of-sale environment and meet, or exceed, PCI compliance requirements.

Overall, by engaging with Elevate Services Group and their unique approach to strategic managed IT solutions, Floyd's has been able to shift from a reactive IT operation to a more strategic, scalable and proactive operation moving forward.