



AUDIO ARK ENHANCES SECURITY AND STREAMLINES IT ADMINISTRATION WITH ALLSTREAM

SUMMARY

COMPANY

Founded in Edmonton, Alberta in 1979, Audio Ark is a premium supplier of high-performance audio and video systems.

CHALLENGE

Limited IT resources were making it hard for Audio Ark to manage day-to-day system administration while integrating advanced technologies to improve business performance.

SOLUTION

With access to hosted Microsoft® technologies, the Allstream Collaboration Suite™ (ACS) Solution lets Audio Ark securely outsource the management of its email and collaboration environments for one predictable monthly fee.

OUTCOMES

- Streamlined IT administration
- Enhanced security
- Lower total cost of ownership

BUSINESS CHALLENGE

In recent years, the rise in email viruses and spam began to affect Audio Ark's productivity. In essence, the company's resource-strapped IT department was spending an inordinate amount of time managing its email and communications environment and dealing with security issues. This left little time to implement new technologies to improve collaboration and enhance business performance.

SOLUTION

When Allstream first recommended that Audio Ark implement the Allstream Collaboration Suite™ (ACS) Solution, the company was intrigued. Here was a hosted solution that would relieve Audio Ark's IT department of the burden of managing and maintaining its email environment, while simultaneously giving the company access to a range of real-time collaboration tools.

With ACS, Audio Ark gained access to encrypted, enterprise-class email communication, high-level security, redundant virus protection and config-

urable anti-spam services. One predictable monthly fee covers the costs of all upgrades, support and operation of the company's messaging and collaboration systems. In addition to reducing administration, ACS has allowed Audio Ark to benefit from real-time collaboration, with tools such as hosted Microsoft Exchange for end-to-end collaboration across geographies; Microsoft SharePoint® Services for document collaboration; and Microsoft Live Communications Server® for private and secure instant messaging and audio/video conferencing capabilities.

BUSINESS OUTCOMES

Since implementing ACS, Audio Ark has already realized benefits. For instance, the company vastly streamlined its IT administration while improving security. "As part of this solution, Allstream filters our information for spam and viruses and keeps junk mail out," explains Elaine Filax, IT Administrator and Owner of Audio Ark. "This has significantly reduced the time we used to spend on system administration. Because this is a hosted solution, Allstream also keeps our software and systems up-to-date, which means we won't have to upgrade our server or continue buying newer versions of each application."

support requirements, while maintaining high levels of security and availability across multiple systems and end user devices.

Over the longer term, Audio Ark also sees the potential of further leveraging the ACS solution to increase productivity and improve business performance by using shared calendaring to better schedule its people, tools and vehicles or relying on features that allow it to share pricing information, technical specifications and marketing information with employees across multiple locations and communication devices.

The bottom line? Audio Ark has lowered the total cost of ownership of its IT infrastructure and

"Over the years, Allstream has provided us with advice we trust. The company continues to present us with interesting solutions that have the power to improve the way we do business."

Elaine Filax,
IT Administrator and Owner,
Audio Ark

ABOUT ALLSTREAM

Allstream is a leading communication solutions provider with a world-class portfolio of Connectivity, Managed Services and Professional Services. Allstream collaborates with customers to create tailored solutions that meet their unique needs and help them compete more effectively. Allstream is a division of Manitoba Telecom Services Inc. (MTS), Canada's third largest communications provider with approximately 6,600 dedicated employees focused on delivering outstanding value to its customers.



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