

## QUICK FACTS



Solution Focus: Data Storage



Employees: 6



Locations: Mobile / Virtual Workforce



Primary Solutions:  
VM Ware, Microsoft  
Azure Cloud



Moving to the Microsoft Azure Cloud has been a breeze. Azure provides our team the storage volume and flexibility we require for our growing business, and working with ITP to manage our infrastructure has been seamless from our VM days to the Cloud. ”

### Scott Acker

Founder, President & CEO  
Heck of an IDEA

## CHALLENGE

Like Information Technology Professionals (ITP), the Heck of an IDEA (HI) team serves small to mid-sized businesses. HI originated and primarily served the greater Wisconsin area, but has since expanded to a national scale. A few years ago, Scott Acker, Founder and CEO of Heck of an IDEA, connected with ITP to put in a virtual machine (VM) in our data center to help manage their customer's information. From the onset, HI's primary IT challenge has been data storage as a service. Abiding by a policy of treating customers how they should be treated, the HI team has grown steadily. With that growth, they've faced additional storage scalability hurdles. As HI matured, ITP has helped maintain their versatility and flexibility while scaling their storage capacity up and down, all while remaining within their budget.

*“What makes ITP different is their professionalism and industry knowledge. They consistently see where trends are pushing our industry and help us adopt the correct strategies and services to keep our business growing at the rate we desire.”*

## SOLUTION

In order to satisfy their many customers' demanding and unique business needs, HI required a robust and flexible data storage system to handle the workload. When we initially established their VM, the HI team was happy with the solution as it satisfied their IT needs at the time. However, as HI continued to grow, they needed a more advanced architecture, and they opted to move to the Cloud. This move was predicated on a solution that offered both PCI compliance and a secure ecommerce integration environment. ITP helped build a strong foundation from the onset, initially housing the servers on our own network, then shifting HI to Microsoft Azure. As the HI team was already established in the Microsoft stack, the transition was very smooth.

*“Having the consistency across our Microsoft stack was definitely a bonus. ITP was able to assess our IT environment, infrastructure, staff workloads, and applications to help us select the optimal Cloud solution for us, in this case Microsoft's Azure environment.”*

## SUCCESS

ITP helped HI differentiate themselves with a specialized strategy, modernizing their digital operations and bringing them to the Cloud. We helped HI get the most from their resources, their process, and their IT tools and infrastructure. With a small but maneuverable budget, it was key to have a solid plan on paper going into the migration. And while everything looked good on paper, it was the successful zero-downtime migration that established the long-term trust between ITP and HI that has led to a positive relationship that continues today.

*“Our Azure experience really has been as close to picture perfect as we could hope for. You guys did a great job, not to pat you on the back, but during the 30-day crossover, we didn't have any down time. Since the transition, I really feel comfortable with the Azure user-interface, and I'm happy with its ease of use. We've put a lot of faith in the Microsoft tools, but they have proven themselves time and again, so I sleep easy.”*