

## Customer Success Story

### Company Profile



True Colors Tanning Salon  
2870 Charleston Road  
New Albany, IN 47150

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

### Industry

Tanning Salons

### About True Colors Tanning

Provides tanning salon services at nine locations in southeastern IN and Kentucky. Began in 2003, expanding from one store.

### nGenX Solution

- Office Anywhere® including Exchange
- Managed router & connectivity between the stores

### Key Benefits

- A customer-oriented IT resource
- State-of-the-art technology without employing an IT department
- Interconnectivity between its locations, allowing for individual store monitoring

"We feel so much comfort in the investment we've made with nGenX because of the response time, attitude and support we receive from the team daily."

Lisa Brooking, Owner & Founder

## True Colors Tanning Owners Focus on Growing Business, as nGenX Manages Its IT

### Setting the Stage for Change

Lisa Brooking, owner of True Colors Tanning Salons, spent a portion of her career managing a national call center. Based on this experience, when she founded True Colors Tanning Salons, she knew the use of technology would support her mission to provide a superior customer experience.

Immediately upon opening its first shop, True Colors deployed Helios, a point-of-sale and tanning salon management software package provided in a SaaS (Software as a Service) environment. True Colors employees use Helios to check in customers, control tanning beds and track all sales. The company also deployed a small server from which it ran various other standard business software applications.

True Colors became successful very quickly. As it was preparing to expand from two salons to four and beyond, the company knew it had to get serious about the technology it was relying on to serve this thriving enterprise. "At that time, we had a server that was really just a glorified computer, and a local guy who maintained our LAN and other computers," said Lisa Brooking. Even with just two locations, this solution wasn't supporting the business as its server was unreliable, and the meantime-to-repair of its outsourced IT resource did not accommodate True Color's business hours, which run from 7 am to midnight. At that time, True Colors was also experiencing some challenges with its Helios software.

As True Colors evaluated its options for meeting its technology needs, its management team considered three technology alternatives for running its burgeoning business:

**Deploy an internal system:** Its initial investment would have been about \$8000 for the server. True Colors also estimated it would have had to employ an IT professional to run the system at a cost of least \$50,000 per year for salary and benefits.

**Stay on the same course:** "Our computer service was a good company, but they didn't provide us the level of service we needed. When we would call for service, we would have to wait our turn. Often, that meant the next business day," said Brookings. They also did not provide any support for Helios.

**Subscribe to nGenX's Office Anywhere® service:** a hosted IT solution that would eliminate its need for a server infrastructure.

### True Colors Goals

At this crossroads, True Colors was most intrigued with nGenX, but before the company would deploy this solution, it needed to know that nGenX would meet its needs, including:

- A solution that would grow with True Colors as it expands across the Indiana suburbs of Louisville.
- Professional and committed IT support available throughout its operating hours.



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- A reliable solution with limited downtime.
- Microsoft Office and Exchange email for every location.
- A resource for future technology purchases.

### The nGenX Solution

In November 2005, True Colors deployed the nGenX Office Anywhere® solution, which includes Microsoft Office and Exchange in a SaaS environment, and 20GB of data storage. True Colors' employees access their data, Exchange email and other Microsoft applications from nGenX's SAS70, Type II certified data center. nGenX also acts as back up support for True Colors' Helios software.

### Benefiting from Office Anywhere®

True Colors understands the value superior technology can bring to the company. Yet, it is too small to handle the workload of it internally. With nGenX as its IT solution, True Colors has the technology it needs to run its business and a dedicated IT team to who supports the company. "From my former career, I was used to being first in line with the IT team. That is where we always are with nGenX," said Brooking.

Based upon nGenX's experience with how True Colors has its Helios system set up, the nGenX technical support team often works directly with Helios on behalf of True Colors. "nGenX came to know our business and Helios so well," said Brooking, "that we found ourselves turning to them when we needed help with Helios."

As True Colors has grown from two locations to nine, the company has developed a very structured operational plan covering every facet of its business – from how it checks in customers, to how it chooses its next location. Office Anywhere® is True Colors' structured IT plan: when the company opens a new location, it simply adds an Office Anywhere® seat for the facility manager, allowing for a more rapid store opening.



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### About nGenX

nGenX is a leading, nationwide provider of on-demand software solutions. The company hosts and manages business applications and data in a virtual, on-demand environment from its SAS 70, Type II certified data centers. Its flagship product, Office Anywhere® is an on-demand software solution which includes Microsoft Office, Exchange email, optional SharePoint and Dynamics CRM, as well as more than 400 line-of-business applications. nGenX's on-demand solutions always include data backup, updates, disaster recovery, remote access and 24-hour customer support. nGenX also offers managed server and colocation services. Formed in 2000, nGenX has been a pioneer in this industry working with software companies such as Sage and Microsoft.