BAY BUSINESS GROUP
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Accounting Firm Estimates $100,000 Savings by Moving to Cloud Desktop Solution

Customer: Bay Business Group
Web Site: www.bay-biz.com
Customer Size: 18 employees
Country or Region: United States
Industry: Professional services—Accounting services

Partners:
nGenx
www.ngenx.com

Citrix
www.citrix.com

Customer Profile
Founded in 2000, Bay Business Group provides outsourced accounting services to 125 clients each month. Based in Falls Church, Virginia, the firm has 18 employees.

Software and Services
- Windows 7
- Microsoft Office
  − Microsoft Office Professional 2010
- Microsoft Server Product Portfolio
  − Windows Server 2008 R2
  − Microsoft Exchange Server 2010
- Technologies
  Window Server 2008 R2 Hyper-V
  Windows Server 2008 R2 Remote Desktop Services
- Third-Party Services
  − nGenx nFinity Desktop
  − Citrix XenApp
  − Citrix CloudPortal Services
  − Manager

For more information about Microsoft Cloud Power, go to:
www.microsoft.com/cloud

"We used to maintain three servers on site. Now, we don't have any servers in our offices, and we gained a fully integrated set of applications delivered as a subscription through a single provider: nGenx. We are saving $100,000 in infrastructure costs alone."

David Brasher, President, Bay Business Group

Bay Business Group wanted to make it easier for staff to access the tools they need from practically anywhere—while simplifying IT management and reducing infrastructure costs. The firm chose to adopt nFinity Desktop, the hosted desktop solution from nGenx. Now, Bay Business Group has increased operational efficiency by 30 percent and estimates hardware cost savings of U.S.$100,000.

Business Needs
For accounting firm Bay Business Group, remote access to technology is crucial. "At the heart of our value proposition is our ability to provide efficient, results-driven service—from anywhere," says David Bradsher, President of Bay Business Group.

For years, the company used separate hosting providers to deliver the financial management, communication, and productivity tools it needs to run its business. For example, Bay Business Group relied on one provider to access Microsoft Exchange Server 2010 and Microsoft Office 2010, and another hosting vendor for Intuit QuickBooks accounting software. It also uses nearly a dozen specialized applications for such tasks as managing online bill payment and billable hours.

Bay Business Group experienced several challenges with its existing IT environment. First, its financial applications were not linked. This meant that staff needed to manually transfer information from one system to another, which hampered productivity and introduced opportunities for error. Additionally, it made it more difficult to provide clients with access to current information about their accounts. Dependence on disparate applications and the need to maintain on-site servers also complicated IT management. "As we

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started to grow, I had less time for troubleshooting technology problems," says Bradsher.

Solution

The company selected nFinity Desktop, a hosted desktop solution from nGenx. "nGenx spent the time to figure out how our business works and understand our goals for connecting all of the different applications we use," says Bradsher.

nGenx worked with Bay Business Group to tailor a solution that links QuickBooks with subsidiary applications for bill payment, time tracking, and other business functions. It also incorporates Microsoft Exchange Server 2010 for email service, and Microsoft Office Professional 2010. nFinity Desktop provides application delivery through Citrix XenApp which runs on the Windows Server 2008 R2 operating system. The solution uses Hyper-V, the virtualization platform technology embedded in Windows Server 2008 R2, to render virtual desktops that offer a high-fidelity Windows 7 experience. nGenx hosts its nFinity Desktop service in a Tier III SSAE 16 certified data center facility, which guarantees 99.99 percent availability.

As part of a phased implementation process, a pilot team made up of three Bay Business Group employees tested the nFinity Desktop solution for one week before Bradsher approved, rolling it out to all 18 of his employees. The deployment process took two weeks to complete.

Bay Business Group uses nFinity Desktop to provide employees with the ability to maximize productivity from the company's office or home, depending on their individual schedule. This flexibility is especially important during tax season, when employees need to work longer hours. Through the Citrix CloudPortal Services Manager console, Bradsher can work with administrators from nGenx to quickly configure employee account profiles. Bay Business Group can also offer hosted desktop instances to clients, so that they can view their financial information from any Internet-connected device.

Benefits

By using the nFinity Desktop solution from nGenx, Bay Business Group is experiencing the following benefits:

•**Estimates hardware cost savings of $100,000.** In eliminating the need to upgrade physical servers, Bradsher estimates that his company has avoided substantial capital costs. "We used to maintain three servers onsite," says Bradsher. "Now, we don't have any servers in our offices and we gained a fully integrated set of applications delivered as a subscription through a single provider: nGenx. We are saving $100,000 in infrastructure costs alone." By transitioning its IT function to a predictable expense in its operating budget, Bay Business Group no longer needs to set aside capital for costly IT infrastructure purchases.

•**Boosts efficiency by 30 percent.** Bay Business Group relies on a single service to provide staff with the business tools they need. This means employees spend less time moving between applications and no longer need to manually reenter data from one system to another. "By accessing all of the applications we need through a centrally managed service, powered by Citrix XenApp, Windows, and Hyper-V, we've increased efficiency by 30 percent. All of our systems are linked together now, so we never have to manually move data back and forth," says Bradsher.

•**Enhances flexible work environment.** Now, the company provides a consistent hosted desktop experience, with access to all the application their employees need regardless of where they are or the device they are using. This means employees are better able to balance work and home schedules and still be productive. "With the nFinity Desktop solution from nGenx, our people can access the applications they need from our office, at home, or wherever they happen to be," says Bradsher. "As a company owner, it's very rewarding to offer that kind of flexibility to employees. And, it helps us recruit the best talent, too."

•**Strengthens data security.** Bradsher also appreciates the significant value that the solution provides in helping his company protect sensitive client information. "Instead of storing all of our information in our office, it is now stored in an off-site data center that meets the highest industry standards—we've practically eliminated our security risk," says Bradsher.

•**Reclaims seven hours a week, improves work-life balance.** Bay Business Group is able to outsource management of its IT infrastructure to nGenx, which saves Bradsher approximately seven hours a week. This means he can spend more time on business development and personal activities. "I finally feel comfortable enough to take a vacation without worrying about IT because I know nGenx has it covered," says Bradsher.

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