

# Client Case Study

Fleet Laboratories leveraged Info-Tech Research Group's services to shift 89% of their infrastructure to the cloud and virtualize 98% of their applications.



Fleet Laboratories  
4615 Murray Place  
Lynchburg, Virginia  
United States  
24502

***“Info-Tech Research Group provides the best tactical, and practical advice without a doubt. When I needed to get the rubber to the road, I went to Info-Tech.”***

Patricia Arthur,  
Director of Global IT, Fleet Laboratories  
Lynchburg, Virginia

**Company:** Dr. Charles Browne Fleet founded C.B. Fleet Family of Companies in 1869. Today, Fleet Laboratories conducts business in more than 100 countries and is an industry leader in the personal healthcare industry. C.B. Fleet's offerings include oral, skin, and feminine care.

**Industry:** Manufacturing

**Region:** Lynchburg, Virginia

**Company Size:** 275+ workstations

**Technology Profile:** The IT Department manages 89 different applications which support the full business process. Their core apps are SQL/ Microsoft based.

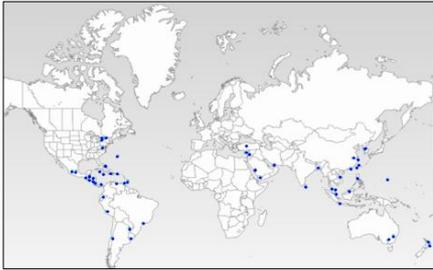
**Business Situation:** Fleet Laboratories' operations continue to expand through the recession in 2008, and the subsequent economic slow down. The IT department scrutinized their budget structure and realized they needed a plan to control their operational costs to assist the business during expansion through an economic downturn.

**Challenge:** The IT Department decided to transition to a system with usage based costs and lower overhead costs. The transition would free up funds and resources for big ticket items and strategic projects.

**Solution:** The IT Department embarked on “Project Freedom” which entailed moving 89% of their infrastructure to the cloud, virtualizing 98% of their applications, shifting their e-mail to Google, and outsourcing 100% of help desk calls. The new structure allows IT to seamlessly service the business as it continues to expand and pay per usage, rather than tying up IT managers and funds for daily ongoing activities.



Case Study:



C.B. Fleet reaches millions of customers each day through their global distribution networks.

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***"I was absolutely floored when all the executives backed the initiative. When I got them on board, I knew this initiative is not going to slow down. I'm really happy about that."***

Patricia Arthur,  
Director of Global IT, Fleet Laboratories  
Lynchburg, Virginia

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# Business Situation

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**Satisfying growing requirements during an economic downturn.**

After more than 130 years in business, C.B. Fleet continues to expand their operations through their headquarters in Virginia, and key sites in England, Sweden, Spain and Singapore. The business's increasing requirements overwhelmed the IT Managers who had to spread their time working on tasks, managing projects, and maintaining current services. The IT Department wanted to alleviate the pressures of ongoing daily activities, and implement systems which would reduce maintenance activities, so that they could shift resources and staff to strategic IT initiatives.

## Challenge

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**Re-allocating resources and shifting to the cloud.**

The IT Department spent 75% of the IT budget on maintaining current services, and only 25% of the budget on activities which advanced the business. With the change in the economic climate and the business' increasing demands, IT had to formulate a strategy which would allow them to efficiently handle a larger volume of day-to-day tasks, while freeing time and resources for IT managers to focus on key areas that drives business value.

Case Study:



## Info-Tech Research Group



Info-Tech's products and services combine actionable insight and relevant advice with ready-to-use tools and templates that cover the full spectrum of IT concerns. Our practical approach is designed to have a clear and measurable impact on your organization's bottom line.

We serve over 24,000 IT professionals around the world. Since 1997, we have focused on making the work of IT leaders easier - and on helping them achieve greater personal and corporate success.

### Need Help?

Toll-Free: 1-888-670-8889

International: +1-519-432-3550

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

[customerservice@infotech.com](mailto:customerservice@infotech.com)

# Solution

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## Info-Tech research on solutions, vendors, and implementation plans.

The IT Department consulted with industry experts from Info-Tech Research Group and utilized Info-Tech's extensive research database to identify possible solutions. After much evaluation, IT decided to move their infrastructure to the cloud, and find a host for their applications. IT continued to leverage their ongoing relationship with Info-Tech to understand the practical implications, make tactical decisions, select a vendor and negotiate contract terms.

# Results

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## Reapportion budget from maintenance to enhancement services.

"Project Freedom" resulted in shifting of 89% of their infrastructure to the cloud, virtualizing 98% of their applications, and moving 100% of their e-mail to Google. The new structure allows IT to service the business seamlessly as it continues to expand, and to pay for services in accordance with usage. IT Managers shifted their time from managing daily activities and staff, to analyzing avenues for assisting the business's expanding operations.

# Critical Insights

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## Garnering the support of senior management greatly improves success rates.

Utilize standardized templates and guidelines to quickly and effectively build solid project proposals. Well formulated plans encourage senior management buy-in, and greatly improve the success rates for project implementation and adoption. In addition, collect early and continued input from key stakeholders and industry experts to attain desired functionality, and results.