Making an Investment In Virtualization

How Eastern Virginia Bankshares Reduced Data Center Costs

This case study is brought to you by PC Connection, Inc., parent of the PC Connection family of companies, a collection of best-in-class information technology (IT) solutions providers. Its subsidiaries include PC Connection Sales Corporation, GovConnection, and MoreDirect, which service small- and medium-sized businesses, government, and enterprise markets, respectively.

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Eastern Virginia Bankshares has been providing communities across Virginia with quality financial products and services for the past 100 years. Founded in 1910, this independent, full-service bank prides itself on delivering the technology, choice, and convenience that bigger institutions offer—with the personal care that only a community bank can provide. That's why, when EVB wanted to optimize their data center with a virtualization solution, they turned to a trusted IT partner that shared their passion for customer service and attention to detail.

Customer Service Behind the Scenes

Marty Smith is a Systems Administrator for EVB, managing the IT needs of 330 employees and 25 bank branches throughout Virginia. With 12 IT professionals on staff, his team provides the technology experience that bank employees and customers expect from a financial institution. Smith spends most of his time maintaining the bank's current IT systems, with few resources to spare for projects focused on innovation.

The Challenge

Similar to many organizations—both large and small—EVB's major priorities that are driving demand for IT include new software platforms that require dedicated servers, advanced network management, regulation compliance, and disaster recovery (DR) planning. Smith's greatest challenge, however, is finding IT solutions that are affordable, yet robust enough to deliver the extended service life and functionality the bank requires—as well as the manageability to help his team do more with less.

Knowing Your Needs

Looking to refresh his DR plan, Smith turned to his PC Connection Account Manager to learn more about suitable SAN solutions that fit his needs and his budget. Listening to Smith's concerns, his Account Manager soon realized there might be a better option that would provide the disaster recovery support EVB required—with the flexibility and cost savings they wanted. Smith recalls, "[Our Account Manager] was able to ask us the right questions to see what we were trying to accomplish. Once we had the options that he gave, we realized that virtualization was the best fit for us. And at that point, we trusted PC Connection to make it cost-effective for us. And they did."

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How an Assessment Can Help

Eager to learn more about how he could apply the benefits of virtualization to his own environment, Smith kicked the project off with a PC Connection Server Assessment. "We found out a lot of our servers were good candidates for virtualization," said Smith. The assessment helped reduce costs by identifying opportunities to repurpose existing hardware, as well as pinpointing areas that would deliver the maximum ROI from upgrades.

Supporting You at Every Step

PC Connection guided EVB along each stage of the project, from assessment and design to implementation. "We had a pretty good idea of where our network was and where we wanted to go with it, but our company lacked the experience to actually make that transition," said Smith. "The experts at PC Connection were able to let us know what to expect and how to plan properly for it, and arrange for whatever appropriate training we would need."

Unlike other IT providers, the assistance didn't stop with the completion of the sale. PC Connection was there to help Smith and his team build a virtual environment that provided the best possible service for EVB's customers. "The experts were top-notch," said Smith. "There's a lot of knowledge transfer when it comes to any type of new technology coming into a network—and they were able to make that as painless as possible."

The Solution that Keeps on Saving

By starting with an assessment and taking advantage of PC Connection's knowledgeable experts, EVB built a virtualization solution that fit their needs and their budget. "Once we had looked at our total cost savings and finished pooling our budgets for the immediate project, not only we were able to afford the solution recommended, but we were also able to purchase equipment out at our DR site. We were able to redeploy some of our existing hardware also—that saved us some money. We're still realizing cost savings to this day."

Now, instead of having to purchase a new server for each specialized software platform, Smith can deploy a virtual server in just minutes—without adding cost or complexity to his existing workload. "The whole company has been very pleased with the flexibility that the virtual server system has given us. We really started planning all of our future projects around the benefits we've seen from it."

Service You Can Rely On

For Smith, the real value in PC Connection's IT offerings is the level of support he received throughout each step of the virtualization project. His Account Manager and dedicated team of technical experts made it possible to build a solution that met the unique demands of EVB. "They not only talk to you, but they listen," said Smith. "They're always listening—and they ask the right questions. So, the solution that you're looking for is always the one that you get."

Call your Account Manager to schedule a Server Assessment today.

> "EVB has been working with PC Connection for nearly 9 years and we have been fortunate enough to work with the same representative throughout our relationship. Account Manager Tim Selby has worked diligently with our technical team over the years to understand EVB's technology initiatives and recommend products and services that align with our overall corporate strategy. PC Connection is much more than a hardware and software partner. We truly view our relationship with PC Connection as a strategic partnership."
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> —Kia Ware, Sr. VP-CIO, Eastern Virginia Bankshares

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