

case study

# to the cloud and beyond

CLIENT



INDUSTRY

Travel and Entertainment

SERVICES



voice



internet



data center

## THE CHALLENGE

Antiquated equipment, outdated technology and vendors that no longer meet the need culminate in an opportunity to update infrastructure.

## THE SOLUTION

celito creates a strategic partnership with GRCVB to provide an integrated communication solution, including telephone, internet and data center services, resulting in a future proof technology infrastructure.

***celito.net***

## OVERVIEW

Marketing Wake County as a destination for visitors is no small undertaking. It takes a well structured organization with infrastructure and support to meet the range of needs for numerous towns, venues and attractions spread across a broad geographic area. As the official and accredited destination marketing organization for all of Wake County in North Carolina, the Greater Raleigh Convention and Visitors Bureau has a firm grasp of what it takes to make such a venture successful.

With a vision toward being the prime visitor advocate in Greater Raleigh, the GRCVB brings together the interests of city and county government, trade and civic organizations, and travel suppliers to build visitor traffic to the area and serves as a liaison between visitors and the businesses that host them.

“Seamless cooperation, communication and strong alliances among local partners are the hallmark of our future,” said GRCVB Executive Vice President Loren Gold. “That requires a strong internal foundation. Early in 2011, as we looked at opening our new Visitor Information Center in downtown Raleigh, we realized an opportunity to shore up our technology infrastructure to support our future growth.”

A host of technology concerns With a traditional telephone system on-site that “ran well with occasional glitches,” the GRCVB had to figure out a way to seamlessly tie in a remote location for the Visitor Information Center. It also needed to revisit its Internet bandwidth services. At the same time, the organization became increasingly aware it could no longer effectively

“They have the ability to assess the situation, understand the client’s objectives, articulate those objectives and execute a plan.”

maintain its database servers in-house at its Fayetteville Street office in downtown Raleigh.

“Everything seemed to surface around the same time,” Gold explained, “just as we started to explore options for a new phone system.”

Although they weren’t looking specifically for a hosted VoIP solution, which provides telephone service over private networks, the GRCVB did know it wanted to replace its current phone system with improved technology while also reducing overhead. Among the phone and technology providers they considered was celito.

“We had hoped to go to Voice over IP,” Gold said. “We had done some research, and we thought it would be a little bit more problematic for us cost wise, so that was a bit of a deterrent. However, with celito, we began to see the obvious cost, functionality and service benefits.

“The more we looked at celito, the more it just made sense,” Gold said. “They had



INTERNET



DATA CENTER

**celito.net**



VOICE



CONSULTING

obviously been working on some much larger projects in the form of the infrastructure for the building in which our offices are located, as well as for the Progress Energy Center for the Performing Arts and the Convention Center. They had also helped to establish the Internet backbone on Fayetteville Street for the city's WiFi. It just made sense for us to explore tying into that system."

Rather than looking at one-off solutions for phone, Internet and other technology support, the GRCVB began to approach an overarching solution with a technology partner that could service their main office as well as satellite locations, like the Visitor Information Center (VIC) and teleworking team members.

"Working with celito gave us an opportunity to really change the whole dynamic of how we looked at our bigger technology picture, including an evaluation of our entire IT database backup, downtime and support capabilities," Gold said.

"Working with celito gave us an opportunity to really change the whole dynamic of how we looked at our bigger technology picture ..."

Gold considers the move to celito a smart one, particularly because the technology area of operations had become frustrating, due to a combination of antiquated equipment, vendor agreements that were no longer a good fit, and technology that was about five years behind. As a non-profit, the GRCVB was looking for a technology partner that would "shoot straight" with them in clear and honest discussions, and with whom they could develop a mutually beneficial relationship.

"celito brought a lot of expertise to the situation, with a very solution-oriented approach," he added. "They have the ability to assess the situation, understand the client's objectives, articulate those objectives and execute a plan. Sometimes a company can do the first three, but can't plug it in and make it go. celito did."

## BETTER SERVICE

It's been nearly three years since celito came on board with the GRVCB, and the organization couldn't be happier with its decision.

"First and foremost, the phone system has been very reliable with no break in service," Gold said, adding that the initial process of getting the team of 24 with 30-plus phones up and running was "very, very easy with an extremely user friendly type of system."

Some of the favorite features of the new phone service were simple in nature, like caller ID. Others were more advanced, like use of a Web Portal to capture phone messages on computers and PDAs, seamless telecommuting, and the ability to forward



INTERNET



DATA CENTER

**celito.net**



VOICE



CONSULTING

calls from a landline to mobile phone and vice versa. "Most importantly," said Gold, "call transmission quality has always been good."

"celito was also incredibly helpful when it came to the installation at the new VIC," Gold added. "They helped us clear a few hurdles when it came to that remote installation by working closely with the City and the contractor. celito was familiar with the layout and construction installs, and was instrumental in helping us get up and running in time for the grand opening."

## BEYOND TELECOM

A new phone service for the GRCVB was only the beginning of the technology solution provided by celito. It also included a broader bandwidth Internet connection, which is important when 60 percent of the team could be working remotely on any given day, and the co-location of GRCVB database servers at celito's secure, redundant database center.

"We had been having issues with power outages in our previous setup, with the phone box and servers located on site," Gold explained. "The AC system settings in the building are higher in the evenings and on weekends, and the server room was not being adequately cooled, even during the work day."

He added that with the co-location of servers now at celito and a hosted VoIP solution, those issues are no longer a concern. Additionally, the new setup also provides built in business continuity and disaster recovery in the case of a power outage or emergency at the GRCVB offices.

"We needed to get our servers out of these offices," he said, "both from a functionality standpoint, but also for disaster recovery and the overall business continuity plan. It's just a better standard to have."

Gold said he can rest easier at night now, knowing such a plan is in place: "A lot of it starts with your technology framework. We've never had to implement the plan due to a major outage — manmade or natural in its cause— but we have the right systems in place and the right plans in place to be up and running and functioning very quickly if such an event were to occur."

GRCVB Director of Information Technology Vimal Vyas agrees. While his role remains critical to technology operations at the organization, he no longer operates in crisis management mode.

In addition to virtually 100 percent uptime for the servers and the assurance of business continuity in the case of any issues, Vyas says the third most important aspect of the celito solution for him is the system backup capabilities.

"celito brought a lot of expertise to the situation, with a very solution-oriented approach ..."



INTERNET



DATA CENTER

**celito.net**



VOICE



CONSULTING

"We now have continuous backup of our servers every 15 to 20 minutes," he explained. "These snapshots of our servers are copied remotely, so now we have everything in place for a secure, reliable technology infrastructure. It makes the management of the infrastructure much more, well, manageable. It allows us as in-house IT professionals to ensure maintenance and to plan ahead, rather than being pulled away from professional, or even personal priorities in off hours, to put out this or that fire."

### BETTER SUPPORT

Like a true partner, celito has been available when technical support is needed, almost always with a solution on the same day. Response is immediate in the form of a phone call, email or, with celito's proximity, a personal appearance.

"celito is very responsive to their client's needs, which is good, and it's what we want," Gold said.

"celito is very responsive to their client's needs, which is good, and it's what we want..."

Vyas added that celito's service goes beyond its technology support. "They are very resourceful," he explained. "They helped us identify other vendors we needed in order to get non-technology related pieces of the work done, particularly during the VIC install. That's the sign of a true partner."

As the GRCVB looks down the road, Gold said, both celito and the GRCVB understand what it takes to build a long lasting relationship. "Everybody's doing their part, and I foresee hopefully a long-term relationship for us."

### INTERESTED IN WORKING WITH AN INTERNET SERVICE PROVIDER WHO IS DIFFERENT THAN THE REST?

Proudly rooted in Raleigh, NC celito is a NC telecommunications company committed to the communities and the clients we serve. With more than a decade of experience in telecommunications and a wide client base, celito is your top choice when searching for a reliable, local internet service provider. Visit [celito.net](http://celito.net) or call 919.852.1238 to learn more about our capabilities and how we can help your business succeed.

REVISED AUGUST 2013

Greater Raleigh Convention  
and Visitors Bureau  
One Bank of America Plaza  
421 Fayetteville Street, Suite 1505  
Raleigh, NC 27601-2995

800.849.8499 or 919.834.5900  
[visitRaleigh.com](http://visitRaleigh.com)



INTERNET



DATA CENTER

**celito.net**



VOICE



CONSULTING