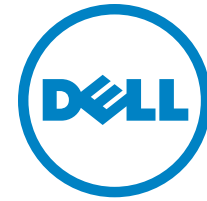


ForInsite reduces support issues nearly 40 percent and boosts Web software development productivity by partnering with Dell



- Desktop Computing
- Mobile Computing
- SQL Server
- Workstations



"Our customers benefit from better availability, and we save staff time and support costs. We have reduced support tickets by almost 40 percent since creating the Dell-based hosting infrastructure."

*Dave Brioux,
CEO, ForInsite*

Customer profile

Company:	ForInsite
Industry:	Technology
Country:	Canada
Employees:	Fewer than 10
Website:	www.forinsite.com

Business need

Standardize on a robust, reliable hardware platform that could be used for developing the ForInsite Web Power Box marketing and sales solution, hosting customer Web environments, and providing turnkey offerings.

Solution

ForInsite chose Dell™ PowerEdge™ servers, Dell Precision™ workstations, Dell OptiPlex™ desktops, and Dell Latitude™ laptops for developing new products, providing hosting services, and offering turnkey solutions.



Benefits

- Tapped into a broad hardware portfolio to meet the diverse needs of a hosting environment, internal systems, and turnkey solutions
- Eliminated nearly 40 percent of customer issues by building a reliable hosting infrastructure
- Enhanced company productivity and met deadlines by significantly reducing hardware-based issues
- Gained the computer performance and reliability required for innovation

Whether the immediate goals are launching new marketing campaigns, implementing e-commerce sales tools, or deepening customer interactions, many small and medium-sized businesses need ways to achieve business objectives without hiring a team of software developers. [ForInsite](#) has a solution.

The company's Web Power Box is a modular, Web-based marketing and sales platform with more than 250 integrated functions and capabilities. Businesses use Web Power Box to create interactive presentations, build forms, publish newsletters, integrate comparison tools into e-commerce sites, offer coupons, host forums, and more.

"Our aim is to make it simple for companies to access enterprise-class tools and capabilities without the need for deep technical expertise," says Dave Brioux, CEO of ForInsite. "With Web Power Box, you can be a marketer with zero programming experience and launch a new Web-based survey in minutes."

In the past, many ForInsite customers selected their own hosting provider to run Web Power Box. However, the ForInsite team was forced to field too many support calls related to hardware and services provided by other companies. "Forty percent of all support calls we received were the result of hardware problems that should have been the responsibility of the hosting provider," says Brioux. "In 2009, we decided to build our own hosting infrastructure to better control the environment and try to reduce customer problems. We also began to offer some turnkey solutions, with hardware and software, for customers that want to run the solution in-house."

Brioux's team needed to standardize on a single hardware platform for the hosting infrastructure, turnkey offerings, and its own software development efforts. "Above all else, we needed a robust and reliable platform," says Brioux. "Downtime for our internal systems could

seriously affect productivity. Meanwhile, outages in the hosted infrastructure could hurt customers and pull our staff away from strategic projects. With a very small team, we don't have extra personnel to spare."

Standardizing on Dell systems

After considering several hardware vendors, the ForInsite team decided to work with Dell. "We're able to choose from a broad product portfolio with Dell—we can select from multiple configurations of servers, workstations, desktops, and laptops, all from the same

"Our production environments can be somewhat demanding. But we can easily deliver the performance our customers expect with the processing power of the Intel processor-based Dell servers."

Dave Brioux,
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Technology at work

Services

[Dell ProSupport](#)

Hardware

[Dell™ PowerEdge™ T110, R210, R310, and R410 servers](#) with Intel® Xeon® processors

[Dell Latitude™ E6410 laptops](#)

[Dell Precision™ workstations](#)

[Dell OptiPlex™ desktops](#)

[Dell S Series monitors](#)

Software

[ForInsite Web Power Box 4](#)

[Microsoft® Windows Server® 2008 R2 operating system](#)

[Microsoft SQL Server® 2008](#)

[Adobe® ColdFusion®](#)

[Adobe ColdFusion Builder](#)

[Adobe Creative Suite 5](#)



company,” says Brioux. “It was also clear early on that we could build a long-term relationship with the Dell team. Other vendors seemed like they were just trying to sell us equipment.”

For the hosting infrastructure, ForInsite uses [Dell PowerEdge R310](#) servers equipped with Intel® Xeon® processors. “Our production environments can be somewhat demanding. But we can easily deliver the performance our customers expect with the processing power of the Intel processor–based Dell servers,” says Brioux. “We also gain the scalability for growth. We can quickly add memory capacity, upgrade a processor, or increase storage capacity to support more clients on each system.”

The hosting servers run the ForInsite Web Power Box solution, Adobe® ColdFusion® software, and [Microsoft® SQL Server® 2008](#) software on the [Microsoft Windows Server® 2008 R2](#) operating system. “Most of our developers are experienced with Microsoft environments, so it was an easy choice to use a Microsoft operating system,” explains Brioux. “At the same time, SQL Server provides an enterprise-level database that many of our customers had used previously.”

The company’s e-mail and DNS functions are handled by Dell PowerEdge R210 servers running an Ubuntu Linux operating system. For software development and business functions, the ForInsite team relies on

Dell PowerEdge T110 tower servers and [Dell Latitude E6400](#) series laptops. Software applications range from Adobe ColdFusion Builder to Adobe Creative Suite. “We can handle serious multitasking with these Dell systems,” says Brioux. “For example, I can run numerous resource-intensive applications simultaneously on my Dell Latitude E6410 without any problems whatsoever.”

For some customers, ForInsite sells [Dell Precision](#) workstations or [Dell OptiPlex](#) desktops plus [Dell S Series](#) monitors as part of turnkey solutions. “For organizations that want to run Web Power Box in-house, Dell workstations and desktops are perfect solutions,” says Brioux. “They provide plenty of processing performance for running our software and other applications on a single system.”

Reducing hardware problem tickets by nearly 40 percent

By building a hosting environment with reliable Dell hardware and encouraging customers to migrate from other hosting providers, the ForInsite team has significantly reduced customer problems related to hardware issues. “We have had zero hardware issues so far,” says Brioux. “Our customers benefit from better availability, and we save staff time and support costs. We have reduced support tickets by almost 40 percent since creating the Dell-based hosting infrastructure.”

“We gained the performance we needed for rigorous development work and the dependability we required to meet our deadlines by choosing Dell systems.”

*Dave Brioux,
CEO, ForInsite*

Maximizing software development productivity

The reliability of Dell systems also helps the ForInsite team to sustain productivity and avoid costly disruptions. "Our programmers can't produce if we have hardware problems," says Brioux. "In the past, it might have taken a full day to diagnose a server problem and two days to replace a component—that's three days of downtime for programmers. We have been able to avoid those types of serious hardware issues by standardizing on Dell systems."

If a problem does arise, the ForInsite team knows they can count on [Dell ProSupport](#). "With some of our previous vendors, it would take a week to resolve hardware issues," says Brioux. "We can fix problems on the next business day with Dell ProSupport. As a result, we can keep moving forward."

Developing innovative solutions, entirely on Dell

After years of using a heterogeneous collection of servers, workstations, and client systems for software development and business functions, the ForInsite team built Web Power Box 4 exclusively on Dell systems. "We gained the performance we needed for rigorous development work and the dependability we required to meet our deadlines by choosing Dell systems," says Brioux. "Throughout the work on Web Power Box 4, our developers were able to fully concentrate on creating innovative software instead of overcoming hardware issues."

Innovation continues at a rapid pace at ForInsite. New projects will rely on Dell PowerEdge R410 servers to deliver the performance for new capabilities. "We have some very exciting projects

underway, including the development of new multimedia features and social networking capabilities for Web Power Box," says Brioux. "As we introduce new product capabilities, we will need to expand the capacity of our hosting environment and boost the processing power of servers to accommodate more users and more resource-intensive applications. Fortunately, we know that we can find the right systems and maintain that outstanding reliability with Dell."



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