



## Market Direct Camper Trailers (MDC) CASE STUDY

Area9 works with some great Australian businesses, and we see how hard business owners and leaders work to deliver great products, services, and value to their customers. Yet the technology landscape within a growing business has become incredibly complex. Particularly for those enterprises with geographically dispersed operations and an innovative business model that needs their attention.

One such business is Market Direct Camper Trailers (MDC), who are proudly leading the way in innovation in the Camper Trailer and Offroad Hybrid Caravan market within in Australia. A truly national company with showrooms in Brisbane, Sydney, Adelaide, Melbourne, Townsville, Cairns, Sunshine Coast and Perth, it is family owned and run, and has been operating since 2005.

MDC have earned their reputation as being the best value manufacturer with the highest quality Camper packages in Australia, because of their commitment to the research and development of their products.

For MDC's CFO and COO, Richie Fort, managing a rapidly growing and innovating business requires their leadership team's complete focus. When it comes to the technology they rely on across their manufacturing, sales and customers service operations, they need reliability, resiliency, and most importantly, responsiveness from their IT providers for quickly solving problems.

Unfortunately, MDC found themselves dealing with a provider that was failing to meet their growing demands, and lacked the reliability and capability to quickly resolve and troubleshoot issues as they occurred. Even worse, their provider was potentially exposing their data and their business to emerging security risks.

“We needed peace of mind that every issue was being closed out and our previous provider just couldn't give us that confidence. We needed to know that our emails and other systems for connecting people and information were working smoothly behind the scenes. And we wanted certainty that we weren't being exposed to potentially being hacked.”

Richie Fort – MDC CFO & COO

## Bringing stability to MDC's technology environment

MDC first became aware of Area9 through conversations around a storage infrastructure upgrade. Through ongoing

conversations with MDC's leadership team, Area9 put together a proposal for server, user and network support services.

Through subsequent site meetings, it became obvious to Area9's team that MDC was being impacted by a lack of responsiveness, poor application of technology, lack of appropriate advice, and lack of mature process for service management.

On top of a managed server, desktop and user support service, Area9 put together a number of urgent out-of-scope remedial projects and early planning to set in place a more stable and reliable environment for MDC. Area9 was able to deliver immediate continuity of service through our structured onboarding process with various checks and balances to facilitate a smooth transition from the previous IT provider.

## Delivering peace of mind for business confidence

The entire MDC technology ecosystem is now managed under Area9's managed services. Since adopting this arrangement, MDC has seen a range of business benefits including:

“After the initial implementation, they then identified weaknesses or vulnerabilities in our technology environment, such as the need for a (physical) firewall. They also identified a number of systems and processes that weren't set up to run as effectively and efficiently as they should be - all of which we would've been unaware of prior to working with Area9.”

Richie Fort – MDC CFO & COO

- improved stability of the IT environment through proactive IT service approach
- faster processing of staff onboarding or exiting
- more responsive access to business systems
- greater confidence in recoverability in the event of a disaster
- improved staff satisfaction.

While MDC may have been relatively unaware of every underlying issue they had within their technology environment, this is not unusual for many businesses who are laser focused on delivering great products and services to their own customers. Since beginning the arrangement with Area9, MDC has managed to unlock greater levels of productivity, reliability and service quality across their IT landscape.

As they look forward to the future of their business, they have a number of future projects currently in planning including:

- Introducing higher resilience into the data storage and backup service.
- Improving connectivity and security for the network between sites.

“It may sound simple but it comes down to the fact that Area9 consistently deliver every project and outcome on a timely basis. And if there's any issues, they let you know, so their level of service is what really sets them apart. For us, we get that peace of mind that everything is working as it should be.”

Richie Fort – MDC CFO & COO

## About Area9

Area9 is a nationally recognised provider of ICT products, services, and cloud solutions - from small, medium, and large enterprises to government bodies across metro, regional and remote locations. A consultative approach, market knowledge, and innovative practices ensure our clients receive excellent solutions to suit their business needs. Get in touch with us today to learn how you could be creating new efficiencies, driving productivity and reducing risks through our managed services solutions.

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