



# COULD MIGRATION OF 40 SERVERS & CLOUD SECURITY

GLOBAL PACKAGING & LOGISTICS  
SERVICES PROVIDER

**PACKAGING  
COMPANY**

**MULTI-LOCATION  
NATIONWIDE**



# Cloud Migration & Management for Packaging Manufacturer

## PROJECT DETAILS

### A IT Managed Services

*"They consist of a team of professionals. We enjoyed working with them and looked forward to our meetings."*

## PROJECT SUMMARY

An industrial packaging manufacturer needed to move their CRM and sales management platform to a cloud-hosted solution. They chose Tru Advantage to provide the necessary expertise and services.

## PROJECT FEEDBACK

The TruAdvantage team successfully completed the project without causing the company any downtime which surpassed their expectations. The company was impressed with the team's project planning, documentation, vision, and overall professionalism during their partnership.



## The Client

*Please describe your company and your position there.*

Our retail store is an American big-box store chain headquartered in Silicon Valley. Our chain stores retail software, consumer electronics, household appliances, and more.

As the operations manager, I was in charge of developing Sales/ Operations/Merchandising managers across our store's locations-including the e-commerce division.

I was also responsible for creating, implementing, and executing strategies to enhance product turn/ sales which leads to greater vendor relationships.

## The Challenge

*For what projects/services did your company hire TruAdvantage?*

In late 2013, we had an urgent need to move our in-house developed CRM and sales management platform from on-premise servers to a cloud hosted solution.

The platform spanned over 40 servers in-house and simply was not sustainable. Downtime and Security were of great concern for us.

**E** Alireza Haghshenas  
Project Manager.  
Packaging Company

**G** Manufacturing

**F** Newark, California

### CLIENT RATING

**5.0**  
Overall Score

Quality:	5.0
Schedule:	5.0
Cost:	1.5
Would Refer:	5.0



## The Approach

### *How did you select TruAdvantage?*

We outsourced the selection process to one of our partners who oversaw vendor selection for us. They narrowed down the selection to the top 3 IT and Cybersecurity firms in the Bay Area. My team was in charge of the final selection process.

We conducted 2 interviews with each firm, asking for case studies, prototypes, and reference checks. TruAdvantage surpassed the other 2 by end of the process in all categories. We felt confident about our choice and in hindsight, glad we did.

### *What was the team composition?*

For the main project, our team consisted of our project manager Iman Oskoorouchi, Service manager Karen and Systems engineers Martin and Alex.

After the project and for routine maintenance and support, our service coordinator was Karen, our client success manager was Kayvan Yazdi and our primary engineer was Brandon.



## The Outcome

*Can you share any outcomes from the project that demonstrate progress or success?*

No downtime: 40 servers were migrated to the cloud and we experience no downtime. The project completed successfully and surpassed our expectations in terms of potential ramifications.

Cloud-based CRM and Sales Platform: now we have our CRM and sales platform that were developed in-house hosted in a reliable cloud-based infrastructure: Microsoft Azure.

Business continuity: using Azure, TruAdvantage designed and implemented a backup and business continuity for our CRM. We test the process annually to make sure we can operate in case of a disaster.

Efficiency for our Sales team: now our CRM and Sales are hosted in the cloud. We can access it from anywhere anytime, fast, and reliable.

*How effective was the workflow between your team and theirs?*

Initially the project was managed by our project manager Iman. They follow ITIL project planning process which includes comprehensive project plans, weekly sync-ups, testing, hybrid testing and final completion.

We had a chance (through a channel) to provide feedback at the end of each phase of the project. Our feedback was documented, and necessary actions or adjustments were made.

Later, for our support and maintenance, we had 4 different ways to report issues: chat, phone, email, and our IT management portal. We also had our strategic business reviews with our client success manager Kayvan. Overall, great process and workflow.



## *Are there any areas for improvement?*

Nothing major but at times we found the number of emails or notifications we got from their ticketing system excessive.

