MOVING TO THE CLOUD WITH CONFIDENCE

How Telenotes used Microsoft Azure's server in the cloud to grow their bottom line.

Execu*tech*

INTRODUCTION

About Telenotes

Started in the early 2000s, Telenotes is a one-of-a-kind software provider that has grown tremendously in the past few years. Telenotes provides a unique and custom CRM system to small and medium businesses. Their software helps reduce the amount of data entry a sales rep does in updating information in a CRM. They use voice-to-text technology to log information and communicate. Telenotes has been an Executech client for over two years.

About Executech

Executech has been providing custom solutions to IT problems for nearly 20 years. With a combination of friendly service and expert technical knowledge, Executech has become one of the largest IT service providers in the Intermountain West. In the past year, Executech has had the opportunity to assist several businesses with optimizing their email, communication, and now, moving a SAAS company to the cloud.

Disparate and Insecure Systems

Telenotes network was built on a very disparate system. Their cloud services and database servers were not on the same network. Internal communication was disjointed and difficult. All of their web servers were communicating through public IPs. This made their network very insecure and susceptible to hacking attempts. At the time, **Telenotes was experiencing 700-800 hacking attempts per day.** At one point, this lead to their network being compromised. Changes were made, but the insecurities of the network remained.

Servers were not well connected and couldn't communicate with each other. A Dual SQL server was the linchpin of their environment and it had many data problems and ran extremely slowly. The server often locked and halted all work for users. Telenotes was spending $7,500/month on that server alone. Rack space was very slow, and upgrades were difficult to push.

Unable to Grow

Worst of all, Telenotes could not grow. The management team at Telenoes was not confident in their end product because of how slowly and inconsistently it ran. Telenotes received hundreds of customer complaints and users were not happy. Telenotes put a hold on all marketing and sales for the company because they lacked the confidence in their network infrastructure to support any growth.

THE SOLUTION

Integrate Azure

Telenotes needed change. They asked Executech to streamline all of their IT setup and update their old technology. They needed better communication solutions, and they needed their data secured.

Using Azure SQL Elastic cloud and a combination of other Azure services, Executech was able to accomplish all of Telenotes' needs and more.

Executech moved their existing SQL server into an Azure SQL Elastic Cloud Computing server. Everything was moved into the same private network. All server assets were on the private network and connected through private IP addresses under a single domain.

Microsoft Azure

Web Servers & Virtual Machines

Web servers were also moved to a secure network, and all account information was updated. This made it so any change on the network could be enacted across the entire network. Previously, there was no central management of any server assets. Now, it could all be managed in one unified location. All web servers were set up to communicate on fast, 10GB networks.

Technical Specs

Other products used to create this solution include: 14 Servers, 4 Linux for operations email, database, API, etc., 6 Windows Data Center 2016 Virtual Machines using active directory services to give centralized user management, Azure Active Directory Sync synced on-premise and cloud, 2 Windows 2012 servers that communicate to their network, 12 Active virtual machines running 24/7/365, SQL job automation running against the elastic cloud, Blog storage consumption, Azure site recovery + Azure backup.

Microsoft Azure

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END USER EXPERIENCE

90%
Faster Load Time

More Efficient, More Secure

Using the Azure Elastic Cloud, Telenotes' network was able to scale to their server demands. This minimized data locks by 97%. This led to a huge increase in productivity and database performance.

Hacking attempts were cut by over 90%.

End users experienced over 90% faster load and processing speeds in using the CRM. The website itself is loading 60-70% faster than before. This lead to a decrease in customer complaints of approximately 80%.

INCREASED
Productivity & Performance

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Josh Fritzsche, CTO

"For many years we semi-successfully managed our own servers and back-end services...and then it happened...we call it the crash of 2013, it was horrible! Executech stepped up and made it happen. Since engaging with Executech, I've had great peace of mind knowing that we are secure, backed up, and optimized, all on the Azure platform. Thank you Executech for giving me great peace of mind."

Built for Growth

Network changes can now be made nearly instantaneously. Production speed of the development team has skyrocketed and new features to Telenotes product can be developed and published much quicker.

Telenotes is now fully confident in the IT ecosystem that supports their product and has begun a significant push for sales and marketing. Telenotes is actively hiring to keep up with the new demand.

CONFIDENCE
In the IT Ecosystem

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MAKE THE MOVE
TO THE AZURE CLOUD

Revolutionizing Business With the Cloud

The potential for application of Azure web services, active directory, and the elastic server is unparalleled. Companies that move their network and data infrastructure to the Azure cloud will have huge advantages over the competition. This Azure solution created a data and server cohesiveness that allowed for rapid growth and flexibility that could be implemented in nearly any company's IT infrastructure.

Telenotes turned their business around by moving to the cloud. Take your business to new heights by implementing cloud-based solutions with Microsoft Azure and Executech.

Learn more by visiting executech.com/azure.

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