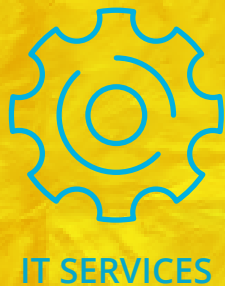




**CASE STUDY
2016**



SECURITY. EFFICIENCY. EXPERT SUPPORT: PRESSING MATTERS FOR A COMMERCIAL PRINTER

Cohber is a Rochester, N.Y.,-based commercial printer. Through nearly nine decades in business, the company has evolved into a marketing service provider as well. Which means Cohber also supports a lot of business efforts beyond commercial printing, from data processing to mass mail. The company also runs its own 24/7, quick-turn digital storefront through which clients place sophisticated orders online.

THE CHALLENGE

With so much of their service—and client value—built around leading-edge IT, Cohber today requires a robust server, intricate computing, and a safe data storage environment to support major marketing campaigns. There's sensitive account information. Customer data. Privacy concerns. Compliance issues. All of which demand top-notch security.

In the first quarter of 2016, Chris Bowen took the reins as CIO at Cohber. And he took a fresh look at the company's IT environment. Chris saw a need to provide greater support and backup for his IT manager. So, he contacted Innovative Solutions. The work began with a gap analysis to provide a clearer picture of the current state of Cohber's IT environment. Where it could be strengthened. How technology could line up better with larger business goals.

As part of the gap analysis, Innovative Solutions conducted a security assessment, and spotted

some opportunities to make the company's digital infrastructure and practices more secure—and more efficient.

THE INNOVATIVE SOLUTION

The gap analysis concluded in April and Innovative Solutions got right to work in May on an ambitious to-do list. A few highlights:

1. Craft an **IT preventive maintenance & security plan**.
2. Develop a way to **centrally manage their sea of Apple Macs** for greater consistency and efficiency.
3. **Roll out a Sharepoint site** where documentation is in one place where Cohber can share it with Innovative Solutions conveniently.
4. **Initiate remote monitoring for Cohber's systems**, so if something goes down, both Innovative Solutions and Cohber are notified right away.

HOW WAS YOUR EXPERIENCE?



Now we have the depth and the team of people to support the business without hiring a lot of staff. We have the right resources we need at the right time, from tech support to security experts. Whether we're being proactive or reactive, **they give us that peace of mind and they're a strategic partner** so we're sure we're doing what we need to do with our IT operation."

J. Chris Bowen
CTO



5. **Optimize the company's ticketing system** to help Cohber track its IT-related activities.

6. **Recommend best practices** to ensure IT systems would be used correctly and consistently.

And to keep that to-do list on track, Innovative Solutions set up weekly status calls with Cohber.

SAFER, SMARTER, MORE COMPETITIVE.

Since the initial analysis in spring 2016, Cohber has seen swift progress on several fronts.

1. By reorganizing and optimizing their systems, Cohber has seen **a reduction in the amount of equipment they need to do their work**, which they expect to result in thousands of dollars in savings each year.

2. There are **no more countless hours spent trying to track down the answer to glitches or emergencies** with limited resources. Today, Cohber has a team of people directly and remotely supporting their business—without hiring more staff.

3. Innovative Solutions also works with Cohber's IT manager on a regular basis, providing **new training in areas like virtualization and vulnerability assessments**. New tools to help make work more productive—and easier.

4. The partnership with Innovative Solutions has already proven vital to security. In August 2016, Cohber **experienced a cyberattack and recovered quickly, with no lasting effects**. Thanks to having the right protocols and security measures already in place. And a partner who helped them prepare well for potential digital break-ins.



With five professionals at Innovative Solutions on their side, Cohber has a flex team like never before. An engineer. A security expert. A technician. Support that can scale up or down from month to month, depending on what the company needs. That same team is now working with Cohber on a roadmap for the years ahead. Because technology never stands still.

Innovative Solutions' support also includes connecting Cohber with a third-party assessment and security auditing firm. Which will help the company demonstrate much needed credibility to customers and prospects, who often express concern about privacy and security.

Now the company will have an IT governance and security plan they can show customers and prospects that provides a quick overview of everything they're doing to keep customer data safe. It's a reassuring measure that could help Cohber win new business and shorten the sales cycle. Both big pluses in a highly competitive market.

Innovative Solutions offers Cohber the peace of mind of a strategic partner that gives them the confidence that they're doing what they need to do to keep their IT environment—and their business—running smoothly.