

DynaSis and ITility Pave the Way for Rapid Growth at Dealer Funding

Are you outgrowing your old server configuration, but nervous about making a change? DynaSis makes the transition easy, as Dealer Funding recently discovered. DynaSis' ITility program delivered not only peace of mind about IT and data issues, but opened the door for rapid growth and even new business opportunities.

Time for an Upgrade

Dealer Funding, LLC works with car dealerships across the southeast to provide auto financing for customers who can't qualify for traditional loans. Customer applications, contracts, financial information and supporting documents are all stored in the company's Oracle database. When the company was started, a single server handled that database, along with all other business systems.

"We had a robust server, but we were susceptible to down time if there was a problem," said Chris Mitchum, VP of Operations. "Also, it wasn't a scalable solution, and we were growing so fast it was obvious we needed to make a change. Not only that, we were storing a lot of personal information on our customers, and we needed to bring the privacy standards up for some of the loan services we wanted to do business with."

Mitchum had contracted with a small firm for IT services. "It's not that they were doing a bad job," Mitchum said. "Eventually, though, we were growing so fast they said, you need to talk to DynaSis." Mitchum met with DynaSis Executive Vice President Chas Arnold, who suggested the ITility program.

ITility allows clients to store company data at the DynaSis datacenter facility and provides complete IT services via a secure, dedicated Internet connection. Customers have the benefit of 99.999% uptime on a secure, dedicated server, without any in-house IT overhead. In addition, DynaSis provides Managed Security Solutions and 24-hour monitoring at a state-of-the-art Network Operations Center (NOC).

Planning for Transition

"I knew we needed to do it, but I was extremely edgy," Mitchum said. "What if we lost our data? What if we were down for hours and started losing business? It could have been a nightmare. And it might have been, except for the detail DynaSis put into planning the transition."

The first step in mapping out the switch was for DynaSis to understand how Dealer Funding's business worked. "They wanted to know everything we did from the time we turned on the lights in the morning until we locked the door at night," said Mitchum. "All the apps we used, every process, the business flow, down to the smallest detail."

Once the transition team had a feel for the company's business flow and priorities, a turnover plan was devised. "The whole process was very transparent," Mitchum said. "They'd tell me, 'this is where we are now, this is what is happening. If this becomes a problem, this is what we'll do.' I always knew where the project stood."

A Smooth Switch

Before taking the Dealer Funding server offline, DynaSis had all the data imaged and stored on a virtual server in the DynaSis datacenter.

"We went off line on Friday night, and were back up on Monday morning," Mitchum said. "We had no business down time, and no loss of any data."

Some benefits of ITility were immediately apparent. "I no longer have to worry about data issues on a day to day basis," Mitchum said. "Someone else is keeping track of whether we need more memory or a bigger server. Support is awesome, we just submit a ticket and the problem is addressed. We can focus on other aspects of our business, and be confident that as we grow, our system is going to be scaled to keep pace. And we are growing, we've added 15 employees in the last 6 months."

ITility had provided some other, unexpected benefits as well. "When potential business partners or investors look at us, I can tell them that our data is as secure as any Fortune 500 company's," Mitchum said. "Our IT solutions are state of the art. And DynaSis has worked out an extreme disaster recovery plan for us, so that our main server and a duplicate server in a separate location are continually imaged and backed up. I am confident in the integrity and security of our data. That has opened up some business opportunities we wouldn't have qualified for when we were working from our single server in the closet."

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