



## DynaSis Provides Custom Blend Of Technologies for Whitaker Oil

Whitaker Oil's chemical distribution business began in the 1920's with a single gas pump in Atlanta, Georgia. Three generations later, the company has four distribution locations in the Southeast United States and bulk storage for over 4 million gallons of chemical materials.

"We buy large quantities of chemical materials for storage at our facilities, then break those quantities down into smaller units," said Executive Vice President Ed Steinman. "We also create a number of custom blends for our customers." The new blends, many formulated exclusively by Whitaker, are then delivered via the company's tankers, trucks or railway cars in packages ranging from drums to quart cans to private label specialty containers.

The IT system that governs Whitaker's formulations, inventories and shipping schedules is critical to the company's success. For the last decade, management and upkeep of that system has been trusted to DynaSis.

### A Partnership With Big Benefits

"The relationship between Whitaker Oil and DynaSis has lasted much longer than a lot of supplier relationships," Steinman said. "It's really a partnership, and it's had big benefits for both of us."

The company's IT needs have become more sophisticated over time, Steinman said. "It's evolved, become more efficient. We've worked with DynaSis to optimize our network, set up VPNs from the homes of our sales people and management and give everyone better access."

Whitaker Oil maintains a server farm in its Atlanta headquarters, and uses a Citrix metaframe to connect remote locations. "The Citrix metaframe is one of the greatest tools we have," Steinman said. "It gives everyone in the company access to anything they need from anywhere. It's tremendous."

### "Technology Isn't Just a Tool, It's a Weapon"

Steinman believes technology should be used for competitive advantage, a view fueled in part by a gift from DynaSis President David Moorman a few years ago. "Dave gave me a copy of Bill Gates' book, *Business at the Speed of Thought*," Steinman said. "Reading it really fired me up. Dave thinks the same way, so we have a collaborative relationship to improve the way Whitaker Oil uses IT."

The way Whitaker Oil uses IT is to maintain an advantage over its competitors. "Technology isn't just a tool, it's a weapon," Steinman said. "Your technology should support your business in ways that allow you to discover more quickly, respond more quickly. IT should never hold you back, it should be pushing you ahead."

Making sure IT is always supportive is part of DynaSis' job. "Thanks to DynaSis, we've learned to be more proactive," Steinman said. "Now we take a preventative approach, instead of waiting for something to break." Through the Digital Veins program DynaSis constantly monitors the operation of Whitaker's systems, performing regular maintenance, executing backups and installing upgrades and patches proactively. "I'd rank their service very high," Steinman said. "DynaSis has always done a very good job for us."