



'Cymax Deliver Artdeco Creations a High-Performance Foundation in the Cloud'

Artdeco Creations have grown to become Australia's largest national distributor of stamping, scrapbooking and paper craft products. The company moved to large new premises to help house the 25000+ stock lines they carry. Artdeco Creations business is conducted entirely online meaning uptime for the company's website needs to be 100%. However, this was far from being the case and with email and shared drives also previously running from the one place it would seem the combined effect on the business of the unreliable technology, was debilitating 'We were being held back by our technology' says Chris Kirkby of Artdeco Creations.

The existing company IT infrastructure was unable to adequately scale to the growth and volume of the business. One option open to Artdeco Creations was to start down the long and expensive road of replacing their old technology with new. The obvious starting point was to purchase a new server but following a cost-benefit audit, local Technology Solutions provider Cymax made an alternative suggestion of moving the business into the cloud; and this proved to be a real game changer for Artdeco Creations.

"Moving to a scalable solution in the cloud means we don't now need to purchase and maintain a stand-alone solution that would have cost around \$30k, just for starters" Chris Kirkby of Artdeco Creations.



Quick Facts:

Industry

Large Online wholesale national sales and distribution of stamping, scrapbooking and paper craft products

Challenge

The company was compromised by its existing technology that held back productivity and stunted business growth. The organisation was faced with decreasing IT reliability and therefore high initial and ongoing investment in new servers or risk putting the company's fine reputation and large volumes of customer business on the line.

Solution

Cymax moved the ArtDeco Creations business into a Phoenix Cloud environment. Providing super speedy access to systems and flexible options around back-ups. The company has quickly and effectively being energized to do so much more.

Results

Secure and stable systems, productivity enhancement, manageable control and greatly reduced technology costs. Artdeco Creations now have a scalable solution and supreme ongoing confidence in business continuity.



Another saving for Artdeco Creations came in the form of doing away with a dedicated separately provided internet line “We had a DSL line that ran to our server in Morningside but because of the speed and reliability of the cloud we no longer needed this which saved us another \$600 per month” said Chris.

The Artdeco Creations website can have upward of 600 visitors online at the same time at any one time which equates to large spikes in bandwidth. This would be a challenge for the majority of stand-alone systems but not-so for Artdeco Creations now that they are on the cloud. **“Access and speed of systems since we moved to the cloud has been greatly enhanced which has enabled us to do so much more than we could before”** says Chris.

With details on millions of client transactions held in the Artdeco Creations system, security was previously becoming a concern for Artdeco Creations management. Having previously initiated system back-ups manually to hard drives, the Artdeco Creations team were immediately impressed with the paradigm shift the cloud provided them with, “It’s such an advancement” says Chris, “Cymax gave us options around back-ups in the cloud and this is now automated very simply and safely in several locations which saves time and gives us real peace of mind” he added.

All business’ encounter unforeseen circumstances that they need to deal with as efficiently as possible. It could be said that in a challenging prevailing economic climate, any business that can quickly bounce back and adapt to change is likely to succeed “We recently had to re-build our database and with the old server that would have taken up to 2 weeks, amazingly in the cloud this took less than a day” said Chris. While improvements were anticipated, Chris describes the reality of the transformation with vigour **“Being in the cloud meant absolutely exponential gains in our situation”**.

It would be fair to assume that any new technology might come with concerns around teething troubles and any knock on effect on business continuity. The only real answer to this is a carefully implemented system, great IT tools and attentive support. According to Chris at Artdeco Creations Cymax delivered all three “We’ve had no real issues and the planning and level of expertise and support from Cymax has been second to none. We’re really impressed” said Chris.

Having recently gone through the business transformation of moving Artdeco Creations into a cloud environment, Chris concluded by highlighting the key benefits companies doing the same might expect **“I would have no hesitation in recommending the Phoenix cloud to any business looking to gain scalability, enhance productivity and make significant overall cost savings”** he said.





About: Artdeco Creations

Artdeco Creations was established in 1988, with the original business built around the stamping industry (the company pioneered stamping in Australia), the business then expanded into papercraft and scrapbooking. Artdeco Creations is now the largest national distributor of stamping, scrapbooking and paper craft products in Australia. The Artdeco Creations product mix has grown considerably (with construction of a new purpose built facility in 2009 to house it) and the current range contains 25,000+ stock lines. Artdeco Creations is proud to be Australian distributor to the most influential and innovative brands in the scrapbooking and papercraft industry.

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About: Cymax

For over 15 years Cymax have provided 'award winning' integrated technology solutions to hundreds of customers of all sizes, across a broad range of industries Australia-wide. Cymax is built on delivering absolute 'peace of mind' business continuity and customers see Cymax as their trusted long-term business partner. 'Going the extra mile' forms a key part of the Cymax culture and service. Cymax customers are rewarded with a deep strategic technology planning methodology. This serves to deliver unique, responsive, scalable business building solutions that enhance productivity, maintain security and provide unmatched return on investment. Excellent outcomes are the Cymax focus. Specialised products include: Managed IT Services, IT Solutions, VoIP, Telephony, Business Communications, Online Backup, Disaster Recovery, Archiving Solutions, Technology Consultation and Phoenix Cloud Solutions.

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