



## Stanley Steemer Launches Mobile Applications as Part of Business Transformation with Expedient's Infrastructure as a Service and Disaster Recovery Solutions



### ▶ MARKET OPPORTUNITY

Stanley Steemer is the nation's leading provider of professional deep cleaning services for homes and businesses across the country. Founded in 1947 and headquartered in Dublin, Ohio, Stanley Steemer – via its iconic yellow vans – offers national coverage through nearly 300 independently owned and operated franchises and company-owned locations; its services extend beyond carpet cleaning to furniture cleaning, tile and grout, hardwood, air ducts, and 24-hour emergency water restoration.

**“WE HIT EXPEDIENT PRETTY HARD ON THE TECHNICAL SIDE OF THINGS, AND THE SOLUTION ARCHITECT TEAMS WERE ABLE TO KNOCK IT OUT OF THE PARK, MUCH MORE SO THAN THE OTHER CONTENDERS. EXPEDIENT PRESENTED DEEP KNOWLEDGE DURING THE RFP PROCESS, AND REALLY TOOK THE TIME TO LEARN OUR APPLICATIONS AND WHAT WE NEEDED.”**

ROB BENNETT  
ASSISTANT DIRECTOR IT  
STANLEY STEEMER

### SERVICES

#### INFRASTRUCTURE SERVICES

Private Cloud  
Colocation  
Connectivity

#### MANAGED SERVICES

Backup  
Push Button DR



## ► THE CHALLENGE

With a combined nearly 45 years of experience leading Stanley Steemer's IT operations, Tom Junewicz and Rob Bennett – and their 20+ person IT team – had steered Stanley Steemer through a number of evolutions in information technology. The era of digital transformation, however, was driving one of their biggest opportunities – and challenges – to date: the deployment of mobile field services, putting 2,600 tablets into the hands of technicians across the country, empowering them to control their work day by receiving work orders, collecting payments, and staying in real-time contact with dispatch.

To accommodate this major shift in business operations, Stanley Steemer's mission-critical applications – including its customer-facing online scheduling tool and its internal business applications for dispatch, order entry, payroll, and human resources, among others – needed more capacity and the highest levels of availability. Both of those objectives would be accomplished by moving Stanley Steemer's existing physical infrastructure to a completely virtual environment, and adding disaster recovery as a service to ensure business continuity in the face of the unexpected.

## ► THE EVALUATION

Junewicz and Bennett had outlined their objectives and requirements, and embarked upon an evaluation for a new cloud and managed infrastructure services provider. Their RFP process, which included a field of four providers, ultimately led them right to their own backyard – Expedient's Dublin data center is within walking distance of Stanley Steemer's headquarters.

A data center tour and meetings with the sales and solutions architect teams led to in-depth conversations about the proposed virtual infrastructure, and what visibility the Stanley Steemer team would have into their systems.

"Even though we didn't necessarily want control [of the infrastructure], we wanted to know we had it if we needed it," said Bennett.

Bennett continued, "We hit Expedient pretty hard on the technical side of things, and the solutions architect teams were able to knock it out of the park, much more so than the other contenders. Expedient presented deep knowledge during the RFP process, and really took the time to learn our applications and what we needed."

Following a thorough evaluation and comparison process, the Stanley Steemer team made its decision -- Expedient's experience, proximity to their headquarters, and cloud and disaster recovery solutions and managed infrastructure services were the right fit to power Stanley Steemer's business transformation.



## ► THE SOLUTION

While implementation was a relatively smooth process, there were challenges with moving some of Stanley Steemer's existing legacy applications. Expedient's engineers immersed themselves in the legacy applications – from the database engines to the underlying architecture – to assist the Stanley Steemer team in their effort to virtualize previously physical workloads.

"These challenges weren't on the Expedient side," said Bennett, "but Expedient sent engineers on-premises into our facilities to ensure the applications were going to be performing prior to moving to production."



**“THIS STUFF IS LIKE MAGIC,” JUNEWICZ RECALLED. “LITERALLY ONE BUTTON TO PUSH AND WE WERE IN ANOTHER FACILITY.”**

Expedient’s team and solutions continued to exceed expectations, including when the Stanley Steemer team saw its Push Button DR in action in a test failover from one Expedient facility to another.

“This stuff is like magic,” Junewicz recalled. “Literally one button to push and we were in another facility.” With Push Button DR, Stanley Steemer achieves recovery time objectives (RTO) that are measured in minutes, so that business operations are resilient to unplanned technology problems.

The virtualization of Stanley Steemer’s infrastructure and the added confidence of business continuity delivered with Push Button DR have given Stanley Steemer the business agility to transform its field operations and continue to innovate its core business applications – while relying on Expedient to take care of everything else.

“Success with Expedient has been peace of mind,” said Bennett. “We needed 24/7 monitoring, and we didn’t want to deal with things like the power, or storage arrays going out, or our electric supplies.”

“Now, we have somebody else watching our [infrastructure] and our disaster recovery. And the virtualization makes it nice to rebalance and use the hardware that’s under the hood, [giving us] the capacity we care about.”



## ► ABOUT EXPEDIENT

Expedient is a cloud and data center infrastructure as a service (IaaS) provider with local operations in Pittsburgh, PA; Baltimore, MD; Boston, MA; Cleveland, OH; Columbus, OH; Indianapolis, IN and Memphis, TN. Ranked as one of the Top 10 managed services providers worldwide on the 2017 MSPMentor 501 list, Expedient’s converged solutions enable clients to focus on strategic business innovation, while the Expedient team handles operation of the information technology needed to support it. Expedient data centers are compliant with the Health Insurance Portability and Accountability Act (HIPAA) as well as the Payment Card Industry Data Security Standard (PCI DSS). Service Organization Control (SOC) reports are published annually for all locations. Learn more at [expedient.com](http://expedient.com).



## ► ABOUT STANLEY STEEMER

Stanley Steemer has been cleaning carpet since 1947, the year founder Jack A. Bates invested \$2,300 into a home-based carpet cleaning company. Today, the third-generation, family-owned, Dublin, Ohio-based company is synonymous with everything clean for your home and business.

Stanley Steemer’s professional deep cleaning services extend beyond carpet cleaning to furniture cleaning, tile and grout, hardwood, air ducts, and 24-hour emergency water restoration. With national coverage that includes a network of over 280 independently owned and operated franchises and company-owned locations operating in 49 states, Stanley Steemer’s iconic yellow vans deliver state-of-the-art cleaning equipment, highly-trained technicians and 24/7 response time to your doorstep.

## OUTCOMES DELIVERED



### AGILITY

Optional access to the underlying virtualization hypervisor enables future flexibility in the event it is needed for additional business transformation activities.



### AVAILABILITY

As Stanley Steemer's national footprint grew, so did its exposure. The Stanley Steemer team owed its franchisees assurances in uptime, which they got from Expedient's 100% service level agreement (SLA).



### RISK MITIGATION

Combining the transition with a technology refresh avoided the potential of supporting soon-to-be end-of-life systems that could have increased future risk.



### COST CONTROL

Support and maintenance costs for aging hardware increases over time and a move to cloud virtualization set a predictable expectation for expense over the life of the new agreement with Expedient.

## DIFFERENTIATORS



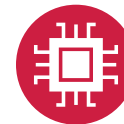
### CAPACITY

Virtualizing its infrastructure gave Stanley Steemer a scalable solution that will support business growth at whatever pace they require.



### OPERATIONAL EXCELLENCE

Stanley Steemer had confidence in Expedient's solutions architect and engineering teams, relying on them to help map a move from a physical environment to a virtual one and to troubleshoot application hiccups along the way.



### TECHNOLOGY

Push Button DR has given Stanley Steemer confidence in business continuity for its 24/7 national operations.



### NATIONAL CAPABILITIES, LOCAL SERVICE

Nearby technology experts and out-of-town disaster recovery target locations provide balance for a single source relationship with Expedient and meets the needs of a nationwide service provider like Stanley Steemer.