

Data Center Rack & Roll



Zones streamlines the procurement process to optimize scalability for a global entertainment company.

An entertainment and gaming conglomerate with digital and operational footprints across the globe through many successful and innovative gaming franchises struggled to take advantage of rapidly growing market demands for their gaming products and services. As a brand operating in a niche market with stiff competition, it was critical for the enterprise to scale its products and services to meet the customer demands to mitigate the risk of losing market share in key business locations. However, the company lacked the resources and facility infrastructure to execute its expansion strategy and approached Zones to identify complexities and provide a novel solution to scale its business to meet the growing demands.

Zones performed a systematic review of the end-to-end process and deployed an expert team to support cross-functional tasks for seamless execution.



Challenges

- Lack of resources to manage end-to-end procurement process involving multiple vendors.
- Lack of knowledge in industry protocols and standards to handle OEM contracts and transfers.
- Lack of facility infrastructure to carry out server rack-build and assembly activities.



Solutions

- Dedicated resources to multi-vendor procurement processes.
- Multi-functional teams to hand end-to-end tasks to support procurement, assembly, integration, and shipment to end customers.
- Remote access to the client for application delivery.



Results

- The superior warehousing solutions and effective project management improved the client SLA output and accelerated their time to value.
- Zones fully managed the IT and infrastructure tasks required with minimum collaboration from the client's IT department retaining their key resources to perform their core tasks.

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The Challenge

As one of the leading innovators of gaming enterprise management systems of the global entertainment industry, customer-centric service and product quality was at the core of the client's operating principle. The brand built on rich heritage was known for its renowned entertainment franchise in digital platforms and casinos around the world. The high-quality products and services offered by the brand created unprecedented demand. However, the client was unable to scale their operations to meet the market demands due to complex multi-vendor procurement processes and lack of facilities infrastructure to handle the incoming shipments and assembly requirements. Being positioned as market leaders in a niche segment, failure to meet the demand could impact their overall sales and revenue goals.

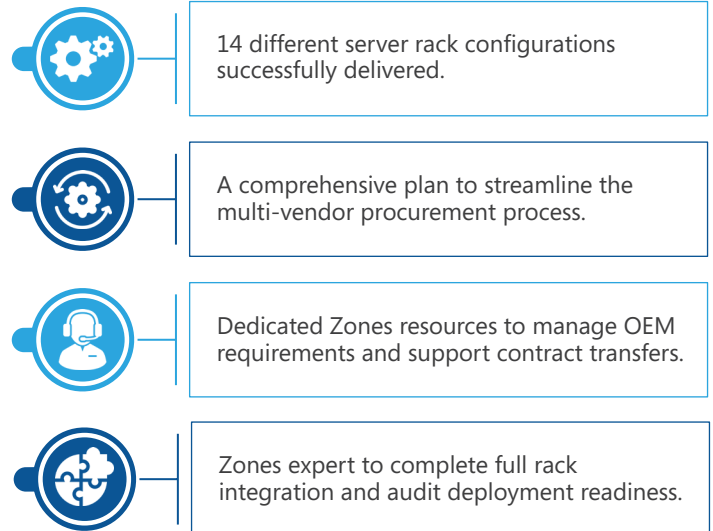
The Solution

Zones performed an exhaustive review of the business requirements and deployed a multi-functional team of experts to streamline and expedite the processes at each phase. The specialists from the Zones team effectively managed the procurement and handled OEM contracts and transfers to ensure all legal and industry protocols were adhered to. The team managed the end-to-end process from handling shipments, assembly, configuration, integration, and deployment of the multiple server racks build with minimal collaboration from the client's IT team for execution. Zones also provided remote access to the client team for application delivery and management. To ensure smooth implementation, the teams carried out a full audit of the process before shipment to end customers.

The Results

The expert team of Zones successfully delivered 14 types of server rack configurations and significantly reduced the number of iterations between vendors and the client for effective project timeline management. Zones' involvement in the end-to-end process enabled the client to retain their critical IT resources on their core tasks without having to divert them in ad-hoc support activities during execution.

The Zones team tackled the complexities involved in warehousing the products by assisting with allocation requirements. This ensured a smooth assembly process and empowering the client with an improved SLA delivery in line with their brand promise. The comprehensive solution plan executed by the Zones team enabled the client to meet their customers' demands on time and augmented their brand position as the industry leader in the gaming and entertainment industry.



“Zones is one of our valued business partners. Their involvement in the process drastically reduced our operational disruption and mitigated the risk of sales decline. Their expertise in handling multi-vendor procurement and audit process is extensive and detailed. We are grateful for the value they add to our business.”

– VP of Infrastructure, Entertainment & Gaming Conglomerate

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