CPI Customer Success Story:
Where Smiles Grow

Optimizing Network Resources for Improved Reliability, Security & Cost Savings

With proactive network management and ongoing support, CPI helped Where Smiles Grow improve IT performance, scalability and compliance – while reducing total cost of ownership.

Industry: Healthcare

Business Challenge: Limited IT resources, network upgrade needs, HIPAA & PCI compliance protection, off-site service backups, disaster recovery from cloud, second office expansion

Business Solutions: Proactive Management Services; Virtual Desktop Initiative

Overview
Where Smiles Grow provides exceptional quality dental care to pediatric patients in Delmar and Latham, NY. With state-of-the-art facilities and a dedicated staff of over 30 employees, they provide regular exams and screenings as well as a broad range of treatments and procedures to restore and maintain dental health.

"I feel more confident knowing CPI is there to take care of our needs. If I have a concern, I call them and they are always right there to help."
Ann Marsh, Where Smiles Grow

Striving to be the most comprehensive and skilled pediatric dental practice in the Capital District of New York State, Where Smiles Grow's mission is to ensure every experience with their team leaves patient-families with a smile. Customer satisfaction is the key to their success. With a growing business and expansion into a new office location, they needed an IT solutions partner to help them improve network reliability and security while providing ongoing 24 x 7 x 365 proactive systems monitoring - ultimately reducing customer waiting times, increasing regulatory compliance, improving systems efficiency and reliability, and ensuring a dependable, tier one hardware/software solution.

The IT Challenge

Where Smiles Grow, with its original office located in Latham, NY, was expanding by adding a second office location in Delmar, NY. With 30 employees increasing to 45 with the new office, Where Smiles Grow needed to upgrade their current network system to a more robust, reliable, secure environment.

With the healthcare industry so heavily regulated, protecting patient healthcare and financial information was a high priority. As a trusted healthcare provider, Where Smiles Grow had to manage data securely and efficiently between locations. In order to be PCI compliant, they needed an unfailing payment card data security process -- including prevention, detection and appropriate reaction to security incidents. They also needed to guarantee HIPAA-compliance to safeguard appropriate protection of electronic patient health information.

In addition to onsite data protection, HIPAA regulations require entities to establish standard backup policies and procedures, back-up data both on-site and off-site, as well as provide adequate audit trails, reporting and disaster recovery capabilities. With limited IT resources, Where Smiles Grow needed a partner for strategic planning and implementation, systems integration and support to help upgrade and manage their servers, storage, security and networks. As a small business, they were looking for predictable monthly costs to support their IT environment and did not want to hire a full IT staff.

Delivering a Healthier Network

When CPI first started working with Where Smiles Grow in April 2013, the existing servers were not large or reliable enough to handle adding a new office to the current capacity. Their previous vendor had them in a "whitebox" of homegrown servers – meaning the aging servers were not top of the line or built as well as industry leading servers. The first step CPI took was upgrading the server to a Tier 1 HP and adding a virtualized environment which allowed them to benefit from added reliability scalability and recoverability.

CPI installed a Virtualization Solution with built-in redundancy and scalability that will serve Where Smiles Grow now and in the years to come as they continue to grow. CPI utilized VMware and Citrix to deliver applications to the new office seamlessly, ensuring all staff had access to the applications to the resources they need in real time - wherever they are.

Users can access their virtual desktop and subscribe to corporate applications on-demand from any PC, Mac, thin client, tablet or smartphone, enabling device flexibility, business continuity, and user mobility. All applications are seamlessly integrated into a single interface, so users only need to log on once to have secure access to all their applications, securing their network environment while allowing employees to access their personalized profile desktop from either location. The solution allows

improved compliance with centralized control, delivers a secure and consistent interface for increased productivity, reduces the support burden and centralizes data management. Thin Client technology was utilized wherever practical, further reducing software and support costs.

Both patients and staff benefit from the cloud-based wireless network from Cisco/Meraki in both locations. This network supplies secure wireless access for office staff with the added benefit of guest Wi-Fi at both locations, increasing employee productivity and reducing customer wait times, while enhancing the waiting room experience.

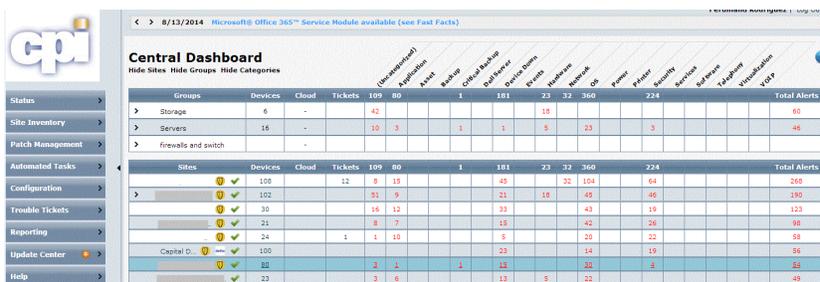### Ensuring Disaster Recovery & Business Continuity Planning

With HIPAA-compliance as a top priority, CPI moved Where Smiles Grow's backups and disaster recovery to a cloud-based system that backs up and stores files offsite immediately in SSAE 16 datacenters. CPI monitors and manages these cloud services and websites as well as hosted infrastructure to quickly identify and correct any performance issues to ensure they are compliant with all HIPAA and PCI regulations, and can manage all patient data securely and efficiently. CPI also utilizes remote management tools to fix problems. By ensuring Where Smiles Grow has reliable back-ups, they are HIPAA-compliant and covered in case of disaster and can recover files quickly.

> *"With their expertise, CPI took us to the next level with our technology.*
> *Ann Marsh, Where Smiles Grow*

Proactive Support

Through their Proactive Management Services, CPI offered a customized solution designed to help dental practices maintain information technology systems that are flexible to meet

the needs of the ever-changing healthcare environment. CPI's remote Network Monitoring and Audit System manages all of Where Smiles Grow's networks and sends an alert if there are any security or performance issues that need to be addressed before they become a problem.

Quarterly review reports provide vital information about network activity, servers and hardware to review what is running smoothly and where they may need help. This gives the Where Smiles Grow team peace of mind – knowing their networks and sensitive data are protected 24 x 7 x 365. CPI technical engineers are also onsite at least twice per month to check in, and are there when needed. "All we need to do is pick up the phone and they are available to solve any issue we have," says Ann Marsh of Where Smiles Grow.

"Our clients benefit from our knowledge base of over 20 IT professionals, and more than 30 years' experience," says John Perfetto, Client Business Manager at CPI. "We serve as an extended IT team to clients like Where Smiles Grow – giving them access to a full IT department with our depth of experience and knowledge – at a fraction of the cost."

CPI's senior level engineers are on-site quarterly to make recommendations based on past performance and emerging technologies. With improved information for better IT resource planning, Where Smiles Grow has increased the predictability of their network management costs – saving them money in the long term.

Making More Smiles

By relying on CPI for the ongoing support and maintenance of their information technology assets, the Where Smiles Grow staff is freed to focus on their mission of providing the best care possible to their patients. Their clients now benefit from reduced wait times by using tablet technology for patient check-in and are able to access the convenient guest Wi-Fi network while waiting in the lobby.

With fully automated monitoring and alerting of health, availability and performance of their technology systems, they don't need to worry about compliance issues or security breaches. With an overall reduction in the cost of ownership, a solid view of where their technology stands and what their future needs may be, they can better plan to meet the changing needs of their practice.

Want to learn more? See how CPI can help you at www.comproinc.com

About CPI

CPI provides a complete portfolio of Hardware, Software and Services that tailor readily to your unique business and IT needs – today and in the future. We work with a host of technology partners, including Cisco, VMware, Citrix, HP, Microsoft and NetApp, to provide solutions for companies looking to boost security, enhance internal infrastructure and manage the rapidly growing mobile device market.

We bring our experience, best practices and tools to apply to your unique requirements and have developed a strong reputation in the Banking, Higher Education, K-12, State and Local Government and Services sectors. Computer Professionals International was founded in 1981 and today is one of the premier technology companies in the Northeast.