

Case Study | Managed IT Services



Full Circle Trends Jumpstarts IT Department with LDI CONNECT

INDUSTRY



Fashion

HIGHLIGHTS/KEY BENEFITS



Reliable IT support 24/7



Seamless implementation of devices



Cost effective solution



LDI CONNECT Managed IT Services have worked with us to make sure everything is always running smoothly and go far and beyond the call of their duties many times. We sincerely appreciate the dedication and hard work LDI have always provided.”

— Robyn Frantz, COO, Full Circle Trends

THE OPPORTUNITY

When starting their new business, Full Circle Trends immediately recognized they would need help with their IT services and technology planning. After interviewing several Managed IT Service providers in New York City, they chose LDI CONNECT.

Full Circle Trends knew that having an IT department was crucial but with only four employees, they didn't have the time or resources to invest internally despite expecting & planning for major growth. With no dedicated IT staff members, Full Circle Trends required access to a centralized management console with access to antivirus, antimalware, patch management and support request status for their entire staff.

With their most critical needs identified, LDI CONNECT was able to provide an IT assessment immediately in order to make more customized IT recommendations. Upon being shown the depth of LDI CONNECT services, Full Circle Trends chose them from among the competition for their IT needs.

THE SOLUTION

LDI CONNECT highlighted that Full Circle Trends fundamentally needed a system that could monitor all critical infrastructure and respond to crucial threats, like ransomware attacks, at all hours of the day. Furthermore, they also needed to have IT support that was responsive to their day-to-day problems.

LDI CONNECT worked with Full Circle Trends to create a customized solution that centered around LDI CONNECT's managed IT services. LDI was able to manage the technical aspects of moving into a new office by providing and setting up all PCs and Macs onsite with Office 365 Business Premium. Additionally, LDI came into the space to install and ensure that a new server and new firewall, with malware protection & wireless built-in, were functional and ready to go from the start.

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COMPANY BIO

Full Circle Trends is a start-up fashion company in midtown Manhattan that was founded by women to create products for women. Their company culture holds inclusivity in high regard, and its designers remain dedicated to fostering creativity and empowering every customer with bold, stylish clothing. Full Circle Trends are uniquely positioned to understand and inspire their customers due to their many years of leadership experience in the retail market. They approach their merchandisers and designers with their ever-evolving customer in mind to ensure that their products are trendy, competitively priced and self-marketable via social media. They are on the forefront of fashion in the digital age.

Additionally, LDI CONNECT stepped in to manage patches and updates to Windows servers in a controlled fashion, with the ability to rollback any server to its pre-update state if issues arose. This gave the Full Circle Trends team peace of mind to know that they could run their business smoothly, as they were protected from any and all IT threats.

While the IT field can be unpredictable and new technology is constantly being developed, LDI CONNECT provides stability and helps solve problems as they arise. Full Circle Trends needed the right IT solutions to build a solid foundation for their business to continue to grow.

LDI CONNECT also helped Full Circle Trends avoid surprises and allow for simpler budgeting with fixed monthly billing. This was extremely helpful because the company bundled their LDI CONNECT purchase with LDI print solutions that they also needed for their new office set up. Ultimately, the Canon MFD and desktop printers provided gave Full Circle Trends the flexibility and security necessary to output solutions critical to any fashion company. These print solutions also provided the best ROI and kept costs low.

LDI was able to provide a one-stop-shop that simplified the process of procuring the company's technology needs, allowing for a fast and more affordable launch of the business. Going with LDI allowed Full Circle Trends to enjoy the services of a fully-staffed in-house IT department, at a fraction of the cost, and without the overhead. All these services — traditionally only affordable by larger corporations — were made available to Full Circle Trends, which enabled them to grow successfully.

Managing all the tasks required to start a new company is daunting for every new business owner. With increasingly rapid advancements and growing threats, the need to maintain a secure technology environment is a now a business-critical task. LDI CONNECT addresses these needs and provides enterprise class IT services & support at an affordable price for companies of all sizes.