## Background

Corporate travel management experts since 1989, MacNair Travel manages travel arrangements for a wide range of organizations from nonprofits and trade associations to federal contractors, presidential campaigns and large corporations. The company is headquartered in Alexandria, Va. with employees based in nine states across the country.

**MACNAIR**
TRAVEL MANAGEMENT

www.macnairtravel.com

## Challenges

MacNair Travel had offices in Alexandria, Va. and Washington, D.C. utilizing a traditional IT set-up that often ran into problems with accessibility, integration and lost productivity due to extensive commutes. With a 24x7x365 business model, it's imperative for customer service representatives to have a reliable method to access electronic communication from customers at all times.

In addition, the cost of maintaining two separate offices became cost prohibitive. This was especially true since one of the offices was located on prime real estate in the nation's capital and commanded premium dollar for a lease and utilities.

Beyond operational challenges, MacNair was faced with growing staffing concerns when, due to uncontrollable circumstances, some of the company's top employees had to relocate out of state, making commuting into either office impossible. According to Greg Altieri, chief operating officer, MacNair Travel, the travel management industry has a hard time recruiting new employees from small local talent pools, thus retaining existing employees is vital to a company's success and a priority for MacNair.

## Solution

To effectively combat operational costs, streamline IT operations, and continue to employ top talent, MacNair brought on Cetrom Information Technology, Inc. (Cetrom IT) in late 2007 to develop a fully outsourced, Cloud-based IT solution that would incorporate industry-specific applications such as TravCom CS. Having worked with Cetrom IT in the past, Altieri had extensive knowledge of the company's capabilities and took little time to contact them and begin the process. In addition, MacNair Travel had recently moved to a Voice over IP (VoIP) phone system, which would perfectly complement the flexibility of the Cloud.

Cetrom IT's Cloud computing solutions are built on a best-in-class technology infrastructure, with over 150 Software as a Service (SaaS) applications and the ability to virtualize custom applications, made available via convenient utility pricing. For MacNair Travel, Cetrom IT would create a full Cloud solution that would enable employees to access all of MacNair Travel's IT resources, including custom travel industry applications, anytime, anywhere, anyhow.

As part of the Cloud-based solution, Cetrom IT hosts all of MacNair Travel's applications and data at secure, SAS 70-compliant data centers. Not only do these data centers provide enterprise-class physical and logical security measures and opposite-shore redundancy, they also prevent problems before

## At a Glance

### Background

* MacNair Travel manages travel for a variety of local and national organizations including nonprofits, associations, presidential campaigns, federal contractors and corporations.

* The company is headquartered in Alexandria, Va., with employees in nine states.

### Challenges

* Utilizing a traditional, on-site IT set-up with accessibility and integration issues for 24x7x365 business model.

* Recruiting and retaining top talent due to geographical restrictions.

* Reducing large operational costs associated with two physical offices.

### Solution

* Fully outsourced, Cloud-based IT solution from Cetrom IT integrated with current VoIP phone system.

* Enterprise-class, secure data centers host traditional and industry-specific applications and data.

* 24x7x365 monitoring and alerts to prevent interruptions and downtime.

### Results

* Saved $70,000 in operational costs by closing down the D.C. office, while retaining the staff.

* Ensures superior customer service and consistent email-based revenue streams with Cetrom IT's 99.99% uptime guarantee.

* Recruited and retained high-demand employees and reduced employee stress levels with a flexible telecommuting program.

they occur with 24x7x365 monitoring and alerts. This keeps MacNair Travel's IT network up and running no matter what the circumstances.

## Results

When Cetrom IT transitioned all of MacNair Travel's data and applications to the Cloud, it happened over a couple of nights and MacNair remained completely operational during the entire process. Selecting the Cloud computing solution from Cetrom IT gave Altieri the reassurance that comes with having a leading provider both host the company's vital applications and data, as well as provide full IT support 24x7x365.

Altieri says, "Unlike most businesses that consider email simply a communications tool, for MacNair Travel it's a revenue stream. We don't use it solely to send messages. Our customers request tickets that way, they select itinerary options that way, and they give us authority to charge their accounts that way. Travel happens 24x7x365 and having Cetrom IT's 99.99 percent uptime guarantee is extremely important for our business."

By implementing a Cloud solution that would allow for seamless, remote connectivity, MacNair was able to close its costly downtown D.C. office saving $70,000 in annual operational costs. It also created a way for MacNair employees to work remotely without ever having to be in the company's physical headquarters. This enabled MacNair to not only retain some of the company's top talent when employees relocated, but also implement recruiting efforts that were not limited by geography. The company now has employees in nine states across the country.

Altieri comments, "Top travel management talent is dispersed across the country and around the world. By implementing a Cloud-based solution, I am no longer limited to recruiting near the office and can secure the best talent to support our customers, regardless of where they are based."

In addition to realizing immediate benefits, MacNair Travel's move to the Cloud created a strong business continuity plan. In February 2010, when the D.C. area was preparing for a record 55 inches of snowfall,  and other companies were shutting down operations, MacNair Travel advised all employees to take their VoIP phones home and plan to work remotely the following days. By connecting the phone to the internet and logging into the Cloud-based MacNair system from a home computer, employees continued working without interruption. While the rest of the region was paralyzed by the heavy snow accumulation, MacNair Travel was operating business as usual, posting call volume identical to the previous week while continuing to bring in revenue.

Altieri concludes, "I consider MacNair Travel the poster child for Cloud computing. We have been using Cetrom IT for more than four years now and couldn't be happier."