

## CASE STUDY

# Marcum Technology Helps Automobile Dealership Optimize IT Performance, Improve Day to Day Support and Provide Thought Leadership for Future Growth



## COMPANY OVERVIEW

The Client offers quality new vehicles and used cars as well as many automotive products and services for Brooklyn area customers.



## THE CHALLENGE

Challenges included an outdated IT infrastructure, employees struggling with slow computers that took long to boot up and run applications. Frequent network downtime and slow connectivity further compounded the problem. Additionally, the Client was looking to improve their overall security posture with the help of a partner that can also provide them with guidance and a clear strategic IT vision and plan.

## HOW WE HELPED!

To address these issues, the Client partnered with Marcum to conduct a thorough assessment of the Client's IT environment and implemented the following solutions:

- 1. Infrastructure Upgrade:** Marcum replaced outdated hardware with new, high-performance computers and servers. They installed SSDs for faster data access, upgraded RAM for better multitasking, and selected processors that could handle the company's workload efficiently.
- 2. Network Optimization:** To resolve network issues, Marcum redesigned the company's network infrastructure, implementing a more robust and scalable solution. They installed high-quality routers and switches, segmented the network to reduce congestion, and introduced redundant connections to ensure high availability.

- 3. Strategic IT Planning:** Marcum worked closely with the Client's leadership to develop a strategic IT roadmap that aligned with the company's objectives. This included adopting cloud services for better scalability, implementing cybersecurity measures to protect against threats, and setting up a data backup and recovery plan.
- 4. Ongoing Governance and Support:** Marcum instituted a governance model to ensure the IT infrastructure remained aligned with the Client's business needs. Regular performance reviews, updates, and maintenance were scheduled, and Marcum provided 24/7 support to quickly address any IT issues.

## RESULTS

The suite of activities undertaken by Marcum Technology has positioned the Client at the forefront of technological efficiency and reliability.

- The infrastructure upgrade has modernized the company's hardware capabilities, ensuring that employees have access to the swift and robust computing resources necessary for today's dynamic business environment.
- The optimization of the network infrastructure is a game-changer, providing a resilient framework that supports both current operational needs and future expansions. The introduction of high-quality network devices and smart segmentation have significantly reduced congestion, while the implementation of redundant connections ensures continuous operations, minimizing the risk of costly downtime.

## MARCUM TECHNOLOGY CASE STUDY

# Marcum Technology Helps Automobile Dealership Optimize IT Performance, Improve Day to Day Support and Provide Thought Leadership for Future Growth

- Strategic IT planning has aligned the Client's technological journey with its overarching business goals, marking a shift towards a proactive and forward-thinking approach. By embracing cloud services, the company can now scale its operations with unprecedented agility.
- Comprehensive cybersecurity measures have been put in place, establishing a robust defense against the increasingly sophisticated threat landscape. Moreover, with a well-thought-out data backup and recovery plan, the company is prepared to handle any data-related contingencies.
- The establishment of ongoing governance and support mechanisms by Marcum Technology underscores a

long-term commitment to maintaining the health of the Client's IT ecosystem and its alignment with business strategy. The instituted governance model, coupled with consistent performance reviews, updates, maintenance, and around-the-clock support, ensures the continuity of optimal IT operations.

These initiatives have not only addressed immediate challenges but have also laid a resilient foundation for the Client's technological advancement. The potential results from these activities are clear: enhanced productivity, fortified security, reduced operational risks, and an agile IT infrastructure primed for future innovation and growth.

### MARCUM TECHNOLOGY DELIVERY TEAM



#### RONALD ZHONG

Senior Manager - Managed IT Services  
631.414.4818  
Ronald.Zhong@MarcumTechnology.com



#### GEORGE LOURIS

Vice President - Managed IT Services  
631.414.4808  
George.Louris@MarcumTechnology.com

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We've found a true partner in our Managed Services Provider; Marcum Technology is the engine under our hood. Their relentless commitment to our success and proactive approach to our IT needs has ensured our business remains at the forefront of innovation and efficiency. Not only do they keep our systems running—they drive our dealership towards a future of vast success.