



## Lan-Com Technologies—Total Service Provider for small- and medium-sized businesses

**Using Nortel Networks Client Application Manager technology, Lan-Com brings a unique set of network and application hosting services to small- and medium-sized businesses (SMBs).**

*Ramsey Dellinger, president and CEO of Lan-Com Technologies, was a man with a vision. His company, a start-up in 1998, gained almost instant success at bringing value-added network services to SMBs in Hickory, North Carolina—a booming manufacturing town that was also fast becoming a technology hub. Dellinger noticed that SMBs had unique IT support needs that no one was filling in a way that made sense for that market.*

Many small businesses suffer from lack of technological expertise and budgets too small to support a full time IT expert on staff. When a computer goes down, or an application stops working as expected, “a lot of finger-pointing” can go on, according to Dellinger. “It’s the hardware ... it’s the software ... its the accounting

*“What SMBs really need is to outsource their entire IT infrastructure — hardware, software, services, support — on a monthly basis. Nortel Networks Client Application Manager enabled us to offer the entire process and become a Total Solutions Provider to our clients.”*

Ramsey Dellinger, President and CEO of Lan-Com Technologies, Inc.

department’ ...” Dellinger saw that SMBs needed help selecting computer hardware, maintaining a network, keeping their software up to date, and troubleshooting computer-related issues.

### **TSP: a winning new business model**

To stop the finger-pointing and bring real solutions to this market, Dellinger thought he could take his network know-how and add to it an Applications Service Provider (ASP) component, to host applications for those SMBs. He dubbed

his new business model *Total Service Provider*, or TSP. There was only thing lacking—Dellinger needed a technology partner with a hosting platform that could make it all happen. In discussion with the Nortel Networks SMB group, Dellinger discovered the key to bringing the TSP vision to life: Client Application Manager.

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## Company

Lan-Com Technologies, Inc. is a systems integrator and a Total Service Provider for small businesses in Hickory, North Carolina.

## Challenge:

To succeed in marketing hosting services to small businesses which are inherently risk-averse.

## Solution:

Lan-Com uses Nortel Networks Client Application Manager to deliver remote management of its customers' desktop applications over the Internet.

## Benefits:

Lan-Com estimates that Client Application Manager has helped reduce its customers' IT-related operating expenses by 20 to 30 percent, increased its own gross margins and net income by at least ten percent, and provided Lan-Com with a competitive edge over other service providers.

Client Application Manager is a software management platform for service providers and enterprises that allows them to centrally deploy and manage applications and application components on remote desktops, over the Internet, from a network operations center. The service provider can deploy, update, self-heal, and remove browsers, email and networking clients and complete desktop applications.

Says Dellinger, "For a monthly fee per user, we provide the desktop, security, back ups, application support ... in short, we take the investment our customers already have in applications and manage it for them, providing updates and upgrades for them based on the manufacturers they've already chosen—accounting packages and so on. We take it to the next level for them."

## No risk, no disruption

Part of Dellinger's vision was to provide a tangible return on investment to small business customers without disrupting their business or requiring them to adopt unfamiliar applications. And he knew he needed to keep strict control of Lan-Com's costs so it could charge acceptable per-user monthly prices.

According to Dellinger, "When we evaluated Nortel Networks Client Application Manager we realized that we finally had a way to manage our customers' desktop applications quickly and easily from our central office. We can install, patch, upgrade, or remove applications invisibly to the users, without so much as a visit to their office. The remote management and self-healing features of Client Application Manager significantly reduce our support costs."

## A one-stop shop

Client Application Manager works with any Windows application and requires no modification to the software. The technology has allowed Lan-Com to show its risk-averse customers that they can achieve the benefits of application hosting while continuing to use the exactly the same applications they have today, with no change to the performance or behavior of the software. This feature preserves the customer's investment in its current licenses and saves time, because users do not have to learn new software—a significant competitive advantage for Lan-Com.

Lan-Com has been able to bring customers' existing applications under its management services with as little as a one-hour visit to the customer premises.

Dellinger estimates that through the Total Service Provider offering his company is reducing its customers' IT-related operating expenses by 20 to 30 percent.

Further, he believes that offering this type of service is increasing Lan-Com's own gross margin and net income by at least ten percent each over the results achieved with its previous systems integrator business model.

Client Application Manager brings success in three easy steps

1. A packaging utility lets the administrator control and customize every aspect of the desktop installation, including the installation of directories and files, registry settings, .ini and system files, icons and desktop shortcuts.
2. A management server controls the targeting, scheduling, deployment, authentication and monitoring of applications and users.
3. A desktop agent manages the installation, update, healing and removal of applications on each PC.

#### **About Lan-Com Technologies, Inc.**

Lan-Com Technologies offers today's corporate world solid, economical assistance to satisfy its growing need for creative information management, product supply and experienced service support.

Lan-Com acts as an extension of a company's IS department; a reliable integrator who can supply, support and service all of the technology products companies need.

*"For SMBs, Client Application Manager means there's less risk of a new technology making it difficult for them to do their job."*

Ramsey Dellinger, President and CEO of Lan-Com Technologies, Inc.

The Lan-Com staff boasts a comprehensive background in current and upcoming technologies. Their extensive knowledge, gleaned from years of experience and valuable industry connections, enable Lan-Com to provide customers with a wide range of data management solutions. With Lan-Com's support, companies can focus on their core business and not be distracted by the nuts and bolts of IT.

With the introduction of Client Application Manager, Lan-Com has combined the roles of systems integrator and ASP to become a Total Service Provider for small businesses.

Lan-Com's web site is at <http://www.lan-comtech.com>.

To learn more or to discuss how Client Application Manager can help you deliver internet-managed application services, please visit [www.nortelnetworks.com/clientappmanager](http://www.nortelnetworks.com/clientappmanager) or call 1-800-4-NORTEL.

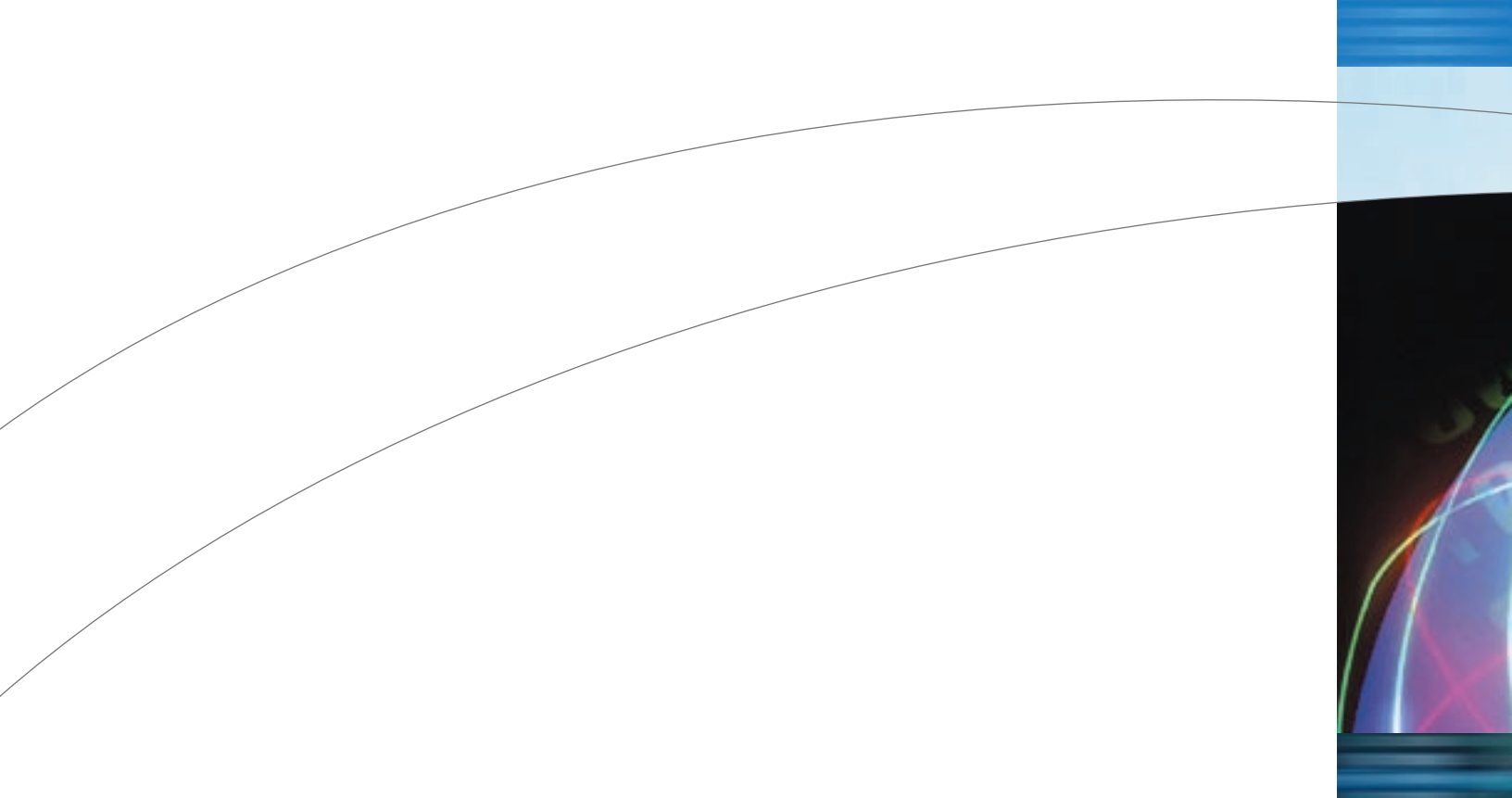
#### **Benefits at a Glance**

##### **For Service Providers**

- **Meet Service Level Agreements (SLAs)**
- **Provide improved Application Quality of Service (AQoS)**
- **Expand hosting offerings to include thousands of popular applications**
- **Reduce management and support costs**
- **Increase competitiveness and differentiation**

##### **For Customers**

- **An easy, no-surprises path to application hosting, using familiar applications**
- **Faster roll-outs and updates of hosted applications**
- **Wide choice of software packages**
- **Improved uptime and the assurance that the correct version of applications, browsers and application components are always on the PCs**



<http://www.nortelnetworks.com>

For more information contact your authorized Nortel Networks account representative or call 1 800 4 NORTEL (1 800 466 7835).



**Regional Offices**

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