



**OneNeck does some heavy lifting for Naumann/Hobbs**

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**OneNeck IT Services** landed another managed services win, this one with heavy duty equipment handling and services firm **Naumann/Hobbs Material Handling**. Hobbs will manage the forklifts, industrial carts, industrial sweepers and scrubbers and the like, while OneNeck will host and manage its IT infrastructure.

Naumann/Hobbs and OneNeck have more in common than you'd think. Take Naumann/Hobbs' business: owning an industrial sweeper makes sense for only a select few; some like to rent, and some need additional services around the industrial sweeper. Naumann/Hobbs sells, rents, services and supports an industrial sweeper, as one example, because being around since 1949 has taught it that customer needs should be addressed on a case-by-case basis.

It's the same with IT equipment and services. Similarly, it makes sense for only a very select few to completely own IT infrastructure and keep it in-house. The ratio is the same proportionally, in our opinion, to the percentage of people that need to own, say, an aerial lift (also available from Naumann/Hobbs). Most people are better off renting and outsourcing, and most people need additional services around heavy material handling. IT infrastructure and heavy machinery are similar worlds of sorts, in that it's best to go through a business that knows what it's doing.

**T1R take**

What are we getting at? Basically, OneNeck, just like Naumann/Hobbs, understands that the smart business model is outsourced infrastructure, support and services. OneNeck continues to win the long-term, lucrative managed hosting contracts because its background as an enterprise resource planning (ERP) outsourcing provider prepared it on its journey to managed hoster. It put the company in good position to understand what it takes to turn into a managed hosting provider by understanding fundamental enterprise needs as well as the infrastructure it will support. And furthermore, why it needed to turn to more of a managed hosting provider – businesses need managed services now more than ever. In this contract, OneNeck will provide application administration, network management, operating systems administration, server management and around-the-clock support for Naumann/Hobbs.

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