



## Four51

### Moving to the cloud proves to be cost-effective

#### The Company

Based in Minneapolis, Four51 is a technology company founded in 1999, specializing in B2B eCommerce solutions, hosted and delivered as subscription-based service offerings, that power over 10,000 businesses and nearly 20 million users worldwide. Their focus on B2B and dedication to a zero-install, cloud-based delivery model have not wavered since day one, even as the underlying technologies have evolved and greatly expanded their possibilities.

Four51's Storefront is a Software-as-a-Service (SaaS) solution that was built for B2B distributors and manufacturers. Storefront is used to create eCommerce and order management solutions for Four51's customers.

#### The Challenge

As a SaaS provider, infrastructure was not a core competency of Four51's. Their existing, aging infrastructure was hard to size properly, management was cumbersome, was difficult to scale as they added or removed clients and became extremely costly to build redundancy and high availability.

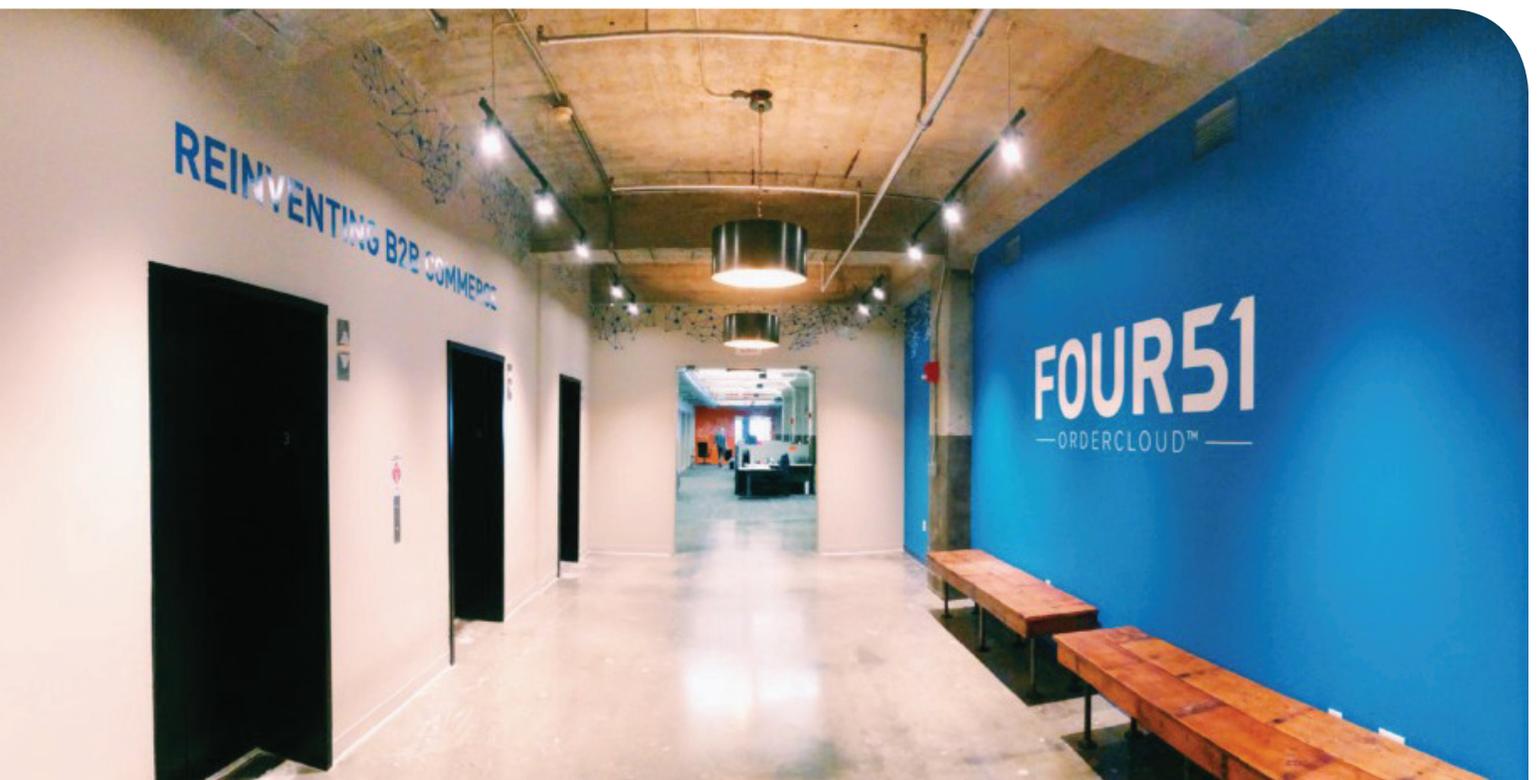
From a financial perspective, avoiding capital expenditures on infrastructure that had proven to be expensive to upgrade and maintain and would lock them into using equipment soon to become outdated, was paramount.

"As a VP of Finance, in addition to reliability, ensuring that our IT operations run profitably is critical," said Jon Wylie, Vice President of Finance at Four51. "We needed to carefully evaluate options that would eliminate the high upfront costs of an on-premises solution and allow us to align our IT expenditure with growth."

#### The OneNeck<sup>®</sup> IT Solutions Answer

The journey began with a well-constructed, in-depth total cost of ownership (TCO) analysis. OneNeck worked with Four51 to identify and weigh the value of TCO variables when considering a hardware refresh or move to the cloud. Analysis included evaluation of:

- Total cost of hardware and software, including contracts and renewals
- Cost of a full-time employee (or percentage of time of a FTE)



## Four51 Summary

Organization	Four51
Industry	Software-as-a-Service, B2B eCommerce
Business Challenges	Decision between replacing outdated infrastructure or moving to a cloud-based hosted environment.
Application Environment	SaaS-based Order Management Applications

- Potential risk to the business
- Downtime and recovery plan
- Flexibility and scalability of solution
- Vendor management

The TCO was about equal when factoring in hardware, software and staffing. However, when evaluating flexibility, scalability, risk avoidance and resiliency, the difference between the two scenarios became clear.

“Moving to the cloud made the most sense,” said Wylie. “Especially when looking into the near future when Four51 would be faced with a hardware refresh, high cost of maintenance and software licensing scenario again.”

Based on these findings, OneNeck recommended, ReliaCloud®, our hosted private cloud platform, to host their SaaS applications and meet their 100% uptime requirements. In addition, OneNeck is providing Four51 with disaster recovery services, operating system (OS) and SQL managed services.

### The Benefits

With OneNeck taking ownership of infrastructure, Four51’s IT staff was able to re-focus on core competencies and initiatives that drive innovation and new business, rather than focusing on keeping things running.

In addition, the OneNeck solution allowed them to:

- Preserve capital by avoiding costs associated with a hardware refresh and adding additional headcount
- Ensure 100% availability of their SaaS applications to over 10,000 businesses and nearly 20 million users worldwide
- Gain access to OneNeck engineering expertise

## About OneNeck IT Solutions

OneNeck IT Solutions provides world-class, hybrid IT solutions for thousands of businesses around the globe. From cloud and hosting solutions to managed services, ERP application management, professional services, IT hardware and top-tier data centers in Arizona, Colorado, Iowa, Minnesota, Oregon and Wisconsin, OneNeck has the expertise to help customers navigate the cloud to get the right application on the right cloud at the right time.

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