



“After meeting with SMBology we felt that we could trust them. We felt that they were honest, sincere and committed. It has worked out wonderfully.”

*Steve Ellsberry*

## SMBology's Technical Expertise Provides Solid IT Support to Growing Oil and Gas Firm

SMBology's client is an exploration company focusing on the acquisition and operation of oil and gas resources.

In the process of establishing its business, the firm realized the need for a strategic IT partner to address immediate issues and provide a roadmap for long term growth.

SMBology used its industry knowledge and experience to evaluate the client's current situation, create and implement a long term IT strategy, as well as design, develop, and build a robust IT infrastructure that would continue to grow with the company in the future. In tandem, SMBology provided responsive support and project coordination skills, allowing the client to expand quickly.

### Results

- Reduced move-in time
- Provided a reliable IT infrastructure
- Management able to focus on business expansion
- Reduced operational costs
- On-demand IT support

### Technologies Used

- Windows Server 2003
- Exchange Server 2007
- Microsoft ActiveSync
- Dell SAN
- Cisco ASA 5510
- Symantec Ghost
- Symantec BackupExec

### Company Overview

SMBology's client is an exploration and production company that acquires and operates oil and gas resources nationally and internationally. Headquartered in Houston, TX, this firm has experienced rapid growth since its incorporation in early 2007.

### Business Challenge

After incorporating in 2007, SMBology's client had the capital, expertise, and access to attractive oil and gas properties. The firm's management team recognized that in order to take advantage of these lucrative opportunities, they needed to move quickly and concentrate on their core expertise. Since IT was a significant part the business but not a central part of the firm's internal skill set, the company made an upfront decision to select a strategic technology partner. SMBology was elected to be the IT partner of choice due to its breadth and depth of technical knowledge in building and maintaining an IT infrastructure that would address the company's growing business needs, in both the short and long term.

### SMBology Solution

SMBology was engaged immediately after the client's incorporation and entrusted with developing the company's IT strategy and infrastructure from the ground-up. In addition to designing a robust and scalable IT infrastructure, SMBology was concurrently asked to help prepare the client's new office space and coordinate the firm's office move, all while providing day-to-day technical support during the execution of these projects. The client provided input regarding their business needs and strategy. SMBology translated this into an implementation that addressed those needs in a time and cost effective manner.

To facilitate the client's office relocation and set up, SMBology employed its technical project management methodology, performing an initial space analysis to determine cooling, space planning, cabling, audio/visual, and phone needs, among others. Based on this analysis, SMBology provided the client with recommendations and guidelines for IT asset needs, costs and scheduling. SMBology then coordinated and scheduled all aspects of the implementation, including the management of all involved vendors. The entire process was completed in record time, meeting the aggressive timetable set by SMBology's client.

In tandem, SMBology designed an IT infrastructure that addressed the oil and gas firm's initial business requirements while providing a clear plan for the company's anticipated technical needs. SMBology's experience with numerous other businesses, including many in the oil and gas industry, provided a solid framework for its recommendations. A server farm was deployed, including a mail/calendar server (Microsoft Exchange Server 2007), file server, along with mobile device support (Microsoft Active Sync), secure network with

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failover (Cisco ASA 5510 with redundant Internet connections), and PC management (Symantec Ghost).

### **Results**

SMBology's comprehensive IT strategy and execution allowed the client to get their operations up and running quickly as well as grow seamlessly and effectively. Efficient planning and coordination efforts allowed the oil and gas firm to shave several weeks off an already tight move-in schedule. Additionally, SMBology was able to provide the company with a stable and secure IT infrastructure, giving the management team the ability to focus on business development and property acquisitions. The company's overhead costs were reduced and SMBology provided efficient and effective on-demand support throughout the life of the project.

Perhaps the strongest testament to SMBology's success is that SMBology continues to be the technology partner for this company, providing strategic IT guidance in addition to managing the firm's growing IT infrastructure needs.

SMBology Inc. is a growth-oriented IT firm offering strategic consulting, user experience design, application development, and infrastructure services. Clients benefit from our focus on easy-to-use technology, a deep understanding of the human user, and keen business acumen. This focus, paired with our deep technical expertise and broad service offering, enables us to take your company further than you ever imagined.

