



# **CASE STUDY**

## **USA Shade**



## Challenge

USA Shade needed a true, consistently reliable, adroit and adept IT partner whose expertise would foment growth and undergird present and future operations.

## Solution

First, do the hard work of intuitively understanding the customer. Dig deep, get granular, implement the latest and strongest strategies, and widely support current & future operations & goals. By becoming experts in USA Shade's needs, GXA can provide an unshakable IT foundation.

## Results

For more than a decade, GXA has served as USA Shade's preferred vendor, supporting with intuitive, deep knowledge of the company's rhythms and needs.

## **Dallas-based manufacturer has it made in the shade, thanks to world-class IT from GXA Network Solutions.**

This is not a story about dramatic tech crises and sweeping, all-night rescues, nor even about solving a specific problem with panache and steel-nosed depth – although GXA Network Solutions nimbly has shined in hundreds of versions of those situations.

**“GXA has successfully implemented several network strategies that resulted in increased productivity.”**

**Babu Veeramachaneni, IT Director, USA Shade & Fabric Structures, Inc.**



No, this is a story about the engines that make a business run. It's about being so reliable, so unobtrusive, and so consistent that a client never has to worry about the networks that power its engines. It's about having the temerity, discipline and commitment to truly and intuitively understand a company's needs, operations and goals... For more than a decade, the world's largest shade and fabric company, USA Shade & Fabric Structures, has delivered cutting-edge shade structures around the globe. And for more than a decade, the Dallas-based company has relied on GXA Network Solutions to weave in the invisible, unbreakable, equally cutting-edge IT thread that undergirds the fabric of its business.

### **Challenge:**

**The primary challenge for GXA has remained keeping USA Shade's IT operations working at the same level of high performance year after year, even as the company has evolved, transformed and grown over time.**

As it has grown more and more successful over the years, the needs and goals of USA Shade & Fabric have grown larger as well. By getting granular with goalposts, GXA can postulate highly specific, well researched, strategic IT recommendations and implementations that, over the years, have helped align the company's IT to its evolving business needs. GXA Network Solutions dedicates full-bore intellectual capital and commitment to its clients, which is why it has been USA Shade's preferred IT vendor for more than a decade. Because of this long-term relationship, which GXA continues to refine through keen and steadfast assessments and discussions, GXA deeply understands USA Shade's business operations and goals.



## **Solutions:**

### **1 Align IT strategy with business goals services to its thousands of members.**

Part of creating an ideal IT support relationship means knowing when to be the silent partner and knowing when to voice concerns, suggestions or guideposts. GXA Network Solutions has created that balance with USA Shade & Fabric, coming together with IT management several times a year to review business goals and strategies, and to brainstorm ways to integrate technology in every business process.

Because both teams have worked together for so long, the technology roadmap that GXA created in conjunction with USA Shade & Fabric (and which they constantly update) helps synchronize IT and Business. GXA Network Solutions harnesses its vast IT knowledge to make implementation recommendations that are in line with that technology roadmap.

### **2 Turnkey implementation of IT solutions**

GXA then takes that roadmap and oversees every step of the implementation, making sure each project is done well to completion. Meetings with USA Shade & Fabric don't just go over current operations and future goals; after each project has been completed, GXA conducts a debriefing session with USA Shade to revisit the project outcomes and make sure they are meeting the business/IT strategy.

### **3 Rapid-Response, Deep Security**

GXA makes itself available to clients such as USA Shade & Fabric anytime, anywhere, 24/7. This kind of rapid response ensures that if there are server issues,



they are taken care of immediately. To that end, and to provide deep security for USA Shade & Fabric, GXA has, over the years:

- Recommended proactive managed services that ensured that computers were centrally monitored, secured, updated and maintained 24/7 regardless of location;
- Implemented a multi-layered security model that comprised robust gateway security appliances, robust web filter appliance, managed cloud antivirus systems and managed cloud web security;
- Delivered rapid response IT assistance;
- Facilitated implementation of business applications and services that has improved delivery of products to its customers;
- Designed and implemented a robust backup and disaster recovery solution to ensure continuation of services in case of a catastrophic event; and,
- Provides on-going VCIO services and helping USA Shade leverage the best technology that meets the evolving business challenges in the industry

### **About USA Shade & Fabric**

Sun Ports, Shade Structures, FabriTec Structures and Vehicle Protection Structures (VPS) are the premier brands of USA SHADE & Fabric Structures, Inc. Sun Ports and Shade Structures focus on modular shade structures, FabriTec specializes



in tensioned fabric structures and VPS focuses on hail protection for the automotive industry. USA SHADE is the largest and most capable shade and fabric structure company in the world. As the proven leader in the shade industry, USA SHADE offers products and services that competitors are simply unable to match. For more information, please visit [www.usa-shade.com](http://www.usa-shade.com).

### **About GXA Network Solutions**

Our clients are at the forefront of their industries and view IT as a strategic investment that is necessary to innovate and drive peak business performance. For almost 10 years, our clients have relied on our services to innovate their businesses, improve operational efficiencies, achieve competitive advantages, cut costs and deliver profits even during the recent challenging economic times. For more information, please visit [www.GXANetworks.com](http://www.GXANetworks.com).



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