



## CASE STUDY

# Bridgewater Capital, Inc

### INTRODUCTION

In the dynamically changing world of finance, the industry has become increasingly dependent on real time information. However, the costs to implement and maintain the infrastructure required to provide highly available services are significant. With the emergence of low cost broadband connectivity, cloud based services have become a viable alternative for companies who wish to reduce these implementation and maintenance costs.

### BACKGROUND

When Bridgewater opened its doors in 2003, their IT infrastructure worked seemingly well. However, in 2009 when the housing market confronted a downward spiral, they were forced to reduce their staff and minimize IT spending.

### **Management was faced with maintaining their technology infrastructure without qualified IT staff.**

This approach consumed countless hours and resulted in an unreliable network, legitimate emails getting caught in spam filters and a haphazard approach to data backup and security.

With three aging physical servers, Bridgewater found themselves at a crossroads. Management could either make improvements to their on premise infrastructure or migrate to the cloud. Upgrading infrastructure requires capital investment and would bloat Bridgewater's balance sheet. Conversely, migrating to the cloud would shift the required investment to operating expense and allow Bridgewater to scale up or down without increasing or decreasing capacity.



CUSTOMER: Bridgewater Capital Inc.

INDUSTRY: Mortgage

LOCATION: Charlotte, NC

NUMBER OF EMPLOYEES: 15

Bridgewater Capital is committed to connecting customers to the right mortgage. Serving clients in North Carolina, South Carolina and Virginia, they promise to take the time to fully evaluate and understand each individual's financial situation, create a customized solution, and simplify the loan process. As a leader in the mortgage industry, they offer the most innovative and flexible financing solutions available, including a complete range of products and solutions to satisfy the need of any mortgage customer.

## APPROACH

When the mortgage market began to thaw in 2010, Bridgewater called on Acrowire to help solve their IT challenges and make sense of the available options. Acrowire stepped in and laid out each possible solution along with an analysis of the respective opportunities and challenges. This detailed analysis allowed Bridgewater to carefully evaluate various solutions and pick the right one for their business. Numerous considerations were factored into the discussion including projected growth rate of the firm, current and future cash flow and required technical capabilities.

Once the right solution was identified, a plan of action was put into place. This migration plan included migrating Bridgewater from on premise email servers to the cloud for messaging and collaboration. The remaining services running on the aging Dell servers would be migrated to virtual servers in Acrowire's local data center.

### The benefits of this migration included:

- 24/7 monitoring of servers hosted in a Tier 4 data center.
- Enterprise grade data security and encryption.
- Instant scalability as Bridgewater grows.
- Consistent desktop experience across all workstations.
- A move from manual tape drive backup to safe, automated online backup.
- Expanded ability to work remotely, outside of the office.
- Improved desktop management.

## ARCHITECTURE

Microsoft's® Office 365™ was selected as the platform for messaging and collaboration. Acrowire led this project and delivered the following:

- **Enhanced Infrastructure:** Migrating to the cloud allowed Bridgewater to retire three aging servers, backup devices/media, and an uninterruptible power supply with zero capital expense. This not only decreased IT costs, but also facilitated communications through an improved email infrastructure and instant messaging platform.

### **Bridgewater can now focus on what they do best – serving their mortgage clients.**

In addition, server space was reclaimed and significantly less power is consumed each month. Lower power bills were another ancillary source of savings.

- **Improved Collaboration:** Operational reporting and intranet tools for human resources are essential in today's working environment. With Office 365™ Bridgewater now has the ability to share critical

## RESULTS:

**15 hrs** of IT staff reclaimed each month for more strategic activities

**5 mins** to employ an enterprise-wide desktop update

**15%** or greater decrease in power consumption

**40%** decrease in licensing and maintenance fees

**65%** fewer legitimate emails flagged as spam

### TODD ARNOLD, PRESIDENT:

"Maintaining our on-premises server infrastructure was costing too much and distracting us from more important issues. Acrowire designed and implemented a Cloud based solution which saved us money and allowed us to focus on growing our business.

Most importantly, as the business grows we no longer have to worry about adding servers and staff to manage them. Ted and his team at Acrowire are fantastic to work with and we look forward to working with them on more projects in the future."

documents faster and track revision history in a highly secure environment.

- **Increased Productivity:** Bridgewater employees are more productive because they can access their company email and documents from anywhere there's an Internet connection. This enables access to critical information from any desktop, laptop or mobile device with a simple click.
- **Document Management:** To more easily access information and data, Bridgewater now uses a document management system, which encompasses workflow, version control, audit tracking, and backup/recovery.

## OUTCOME

Bridgewater faced many critical complications interfering with their day-to-day business. Acrowire integrated Bridgewater's email, calendaring and instant messaging on the Office 365™ platform to increase company-wide productivity and reduce costs.

Workflow is now more streamlined and employees have more visibility of the processes and interactions within their company. These enhancements led to improved customer service as employees have easy and immediate access to the tools they need and improved application performance.

## CONCLUSION

Bridgewater's technical problems were mitigated, workflow was streamlined, and costs were reduced. Most importantly, Acrowire's strategy helped Bridgewater service their clients better and more efficiently.

Bridgewater uses their technological advantage as a selling point to clients. "We invested in the most advanced and secured technology available today in the mortgage industry," Todd Arnold, Bridgewater President. "We make sure all of our customer's information is secure at all times throughout the loan process, and our advanced processing software makes our loan process the most efficient and easiest in the industry."

"It allows us to manage customer's loans more efficiently and transfer documents to our customers and lenders in a secure, safe environment. This permits us to close loans more quickly and efficiently allowing us to save our customers time and money, and it's because of Acrowire's help that we can do that!"

- Todd Arnold, President

## WHAT CAN WE DO FOR YOU?

Acrowire fundamentally transforms the way businesses operate with technology solutions that increase productivity, enhance efficiencies, and deliver cost savings. Acrowire's process driven technology implementations create business impact by aligning an organization's people and technology to more efficiently achieve business vision and objectives. Through cloud-based services, virtualization, collaboration, custom application development and business process improvement, including Six Sigma™, Acrowire helps mid-market companies accelerate in growth and profitability.

**For a free consultation to discuss how Acrowire can help with your technology needs, please contact us at [info@acrowire.com](mailto:info@acrowire.com).**