

# Southern Diversified Distributors

Holding Company: Leveraging Geographic Diversity for Always On Systems Availability



## RESULTS

Systems up and running around the clock, regardless of weather events

Cloud infrastructure to scale resources quickly and easily

Valuable IT time freed up to focus on business goals

On-going access to Immedion's team of experts

"In the past, we've had to close our offices when a hurricane was heading our way. Now we can stay up and running and can service our customers even if we have to leave Charleston," said Robert Donovan, SDD's InfoSec and IT Manager.

"The tech support staff has been very responsive and always willing to help out, and sales and management are always great."

## THE CLIENT

Headquartered in Charleston, SC, Southern Diversified Distributors (SDD) is a privately held investment and service company comprised of three subsidiaries: William M. Bird, TranSouth Logistics, and East Bay Supply Co. SDD is rooted in a 150-year history of delivering outstanding products and services and are leaders in floor covering distribution and supplies, warehousing, logistics and transportation.

## CHALLENGE

Though SDD has locations from Birmingham to Norfolk and clients across the country, their small IT staff is located entirely in Charleston. To keep their organization running smoothly across all locations, SDD relies heavily on technology that allows all employees to access the same systems. If employees couldn't access them, most people wouldn't be able to do their jobs and they'd have issues fulfilling services.

Being located in Charleston means that hurricanes and severe storms are also a concern for SDD. They needed to know that even if they were to close their headquarters in the wake of a hurricane, their data would be secure and their other offices would be able to continue to serve clients. Because of both the criticality of the systems they'd be outsourcing to their Cloud provider and Charleston's severe weather, SDD focused on finding a provider that was reliable, always available and geo-diverse.

## SOLUTION

SDD chose Immedion's Public Cloud, which offers a wide range of geodiverse options from Greenville, SC to Cincinnati, OH. SDD further leverages Immedion's geo-diversity by backing up to Immedion's facility in Asheville, NC. By utilizing the Immedion Cloud, SDD receives a solution engineered to their needs, with the ability to scale quickly and easily.

SDD also chose to leverage a variety of Immedion's managed services, including Cloud management, custom load balancing and custom firewall solutions. This allows SDD's staff to focus on the strategic initiatives that have made them known in their industry for technology and innovation.

## RESULTS

SDD's combination of Immedion Public Cloud and managed services means that they can truly count on their systems being Always On. Immedion also brings geographic diversity to the table, which is very important to SDD.