



**Company name:** ZINK Imaging Inc.

**Industry:** High-Tech

### Results with AccelOps:

- ▶ Ease of Deployment; Time to Value
- ▶ Out of Box ability to manage critical business services
- ▶ Un-paralleled breadth and richness of meaningful data
- ▶ Unified platform tying together Security Information and Event Management (SIEM) and Availability and Performance Management (APM) capabilities

## AccelOps powers ZINK Imaging's industry first ink-free printing solutions

ZINK Imaging, a privately held high-tech company, enables its customers to print in color without the need for ink cartridges or ribbons. ZINKTechnology® is based on advances in chemistry, engineering, physics, image science, and manufacturing with an IP portfolio that includes over 180 patents and patents-pending. At the heart of the ZINKTechnology is the patented ZINK Paper®, an advanced composite material with cyan, yellow and magenta dye crystals embedded inside and a protective polymer overcoat layer outside. The dye crystals are colorless before printing; so ZINK Paper looks like regular white photo paper. Heat from a ZINK-enabled device activates the crystals forming all the colors of the rainbow.

*"Three weeks ago, we noticed that our outgoing messages were not being delivered. Given there was a football game going on, we knew it would be hard to get anyone's attention, but within an hour of noticing the problem, we had isolated and resolved the root cause of the problem."*

**John Wells**

IT Director, ZINK® Imaging Inc.

### ZINK's Initial IT Challenges:

Founded as a spin-off from Polaroid, ZINK's initial challenge was to put together an IT infrastructure to support its operations as a high-tech company. ZINK's highest IT priority was to ensure that its primary communication channel, ZINK.COM, would be up and running for branding, messaging and sales purposes before it shipped its first product in 90 days. Moving out of the corporate IT umbrella of Polaroid, ZINK had two options - outsource its IT infrastructure or build it in-house. As ZINK raced to provide the world's first inkless printing technology, it focused its limited engineering resources on turning ZINK's intellectual property into real products and turned to Security7 Networks to provision and maintain its IT infrastructure on a managed service model. Security7 Networks, an IT managed service provider, provides IT infrastructure services to its clients who prefer to focus on their core business issues rather than build and maintain their own IT infrastructure.

### Why AccelOps?

When ZINK signed the contract, Security7 was using multiple legacy tools to manage IT infrastructure for its clients. However, these legacy tools had numerous limitations that prevented Security7 from providing the level of service ZINK expected. Security7 turned to AccelOps to solve these challenges — *"Cloud computing was just emerging and the concept of virtualized computing was new to the industry. We had just adopted AccelOps and knowing its benefits, espoused them to ZINK during the sales cycle. The design philosophy was cost*

effectiveness and avoiding single points of failure. We needed a system to detect failures, monitor the health of the messaging infrastructure and deliver value in a very short period of time. What also attracted us about AccelOps was its unification of both monitoring and configuration in the same user-interface. While that might sound simple, most products out there don't take this approach. Having worked with several other tools that promised seamless integrations between these domains, we never found a tool that actually delivered on its promise." — **Brian Thomas, Partner and CTO, Security7 Networks.**



## Ease of deployment — "Three clicks and we were done"

AccelOps enabled Security7 to quickly provision and manage ZINK's network infrastructure, security and messaging systems. The Security7 team found the AccelOps product far easier and faster to deploy than any of the competitive products they had worked with. Once Security7 established the process to deploy remote probes and bring devices under management, it took them a very short time to start monitoring devices. Within two to three hours of deploying the probes, Security7 had enough data to start monitoring and collecting useful actionable events to look at.

*"With AccelOps, three clicks and we were done! Once we had the credentials in place, the actual discovery of the devices was a three-click process to get them into the system and start monitoring. Our efforts were spent largely on preparing the environment rather than deploying AccelOps in the environment. Configuring AccelOps was the easy piece of the puzzle."* **Brian Thomas, Partner and CTO, Security7 Networks.**

## Handling ZINK's growth

Shortly after the spin-off from Polaroid, ZINK acquired another business that increased the pressure on their network and raised concerns about a single link which put them at risk in case of a failure.

Security7 quickly implemented the redundancy that ZINK required with a high availability firewall configuration. Using AccelOps, Security7 monitors the entire switching infrastructure and interfaces of both the links from the primary and secondary providers. In case of a primary failure, ZINK automatically fails over to the secondary link. AccelOps made it very simple to proactively manage these interfaces by providing concise details of what was going on with the interfaces in terms of activities, performance metrics, and detailed alerts of network performance, availability and management.

## Managing business services, not IT components

Security7 has been able to provide ZINK tremendous visibility and control of its critical business services by leveraging AccelOps' Business Service Management capabilities. Leveraging out of the box business services such as DHCP, DNS and Active Directory, Security7 eliminated the need to spend weeks of efforts to tie together individual IT components to build business service visibility for ZINK. For a performance problem that ZINK had with one of its business applications, Security7 was able to create a business service view tying the underlying servers, database and web services components. By pulling together a unified business view and associated dashboards in a couple of hours, they were able to identify and resolve the performance problems in no time.

Founded in 2005 by a team of experienced IT services professionals, privately owned Security7 Networks has profitably grown by providing all its clients levels of service and partnership that are available to only the top clients of large IT services organizations. Security7 has helped customers numbering in the hundreds improve the efficiency of their operations, manage risk and reduce costs. Clients include small firms that prefer to focus management attention on core business issues, large corporations seeking to enhance their IT infrastructure without adding permanent staff, and a large number of mid-sized enterprises that need access to a variety of specialized skills and services with activity levels that do not warrant internal staffing. The number of long term client relationships is evidence of the level of customer service and partnership Security7 Networks delivers.

## A trusted advisor powered by AccelOps

Three years since ZINK turned to Security7 for provisioning its initial IT infrastructure, Security 7 now manages ZINK's entire IT infrastructure by monitoring and tracking the performance of its applications health, network infrastructure including firewall management, storage utilization, servers and virtualized VMware infrastructure using AccelOps.

AccelOps monitors CPU, Disk and Memory (CDM) utilization monitoring in the ZINK environment; AccelOps shows very precise alerts on disk utilization, a problem ZINK suffers from chronically like any other high-tech business. This allows Security7 to proactively notify ZINK before they reach the tipping point of storage on critical devices such as their Exchange servers.

*"The value that Security7 brings to us is that they act as our trusted advisors. We are always mindful of our IT spend and need to keep incorporating new technology for new business needs. Not only does Security7 manage our current environment but also helps us build and deliver our IT needs based on our changing business needs in the most cost-effective manner".* **John Wells, IT Director, ZINK Imaging Inc.**

As data across domains is collected and context added in real time, the events immediately become more meaningful from a security management perspective. For example, within 15 minutes of turning on the Active Directory Server monitoring, AccelOps enabled Security7 to identify potential security issues such as failed or multiple login attempts that they could start to investigate and provide appropriate alerts.

The AccelOps product tracks over a thousand metrics across server, storage, network and applications. Security7 has found this capability to be a unique differentiator in the services it is able to offer its clients such as ZINK. Recently, they needed to identify the top ten utilized interfaces and several associated metrics over a defined period of time for a core switch that contained about two hundred interfaces. A task that Security7 had struggled to achieve with other products; it was a simple exercise with AccelOps. *"The breadth of the data set coverage is absolutely phenomenal compared to any other products. And best of all, we didn't have to do anything special – we simply turned on AccelOps, pointed it to the device and collected enough data in just an hour for the dataset we needed for the top 10 interface report. It took us just 10 minutes to configure the AccelOps tool and all we had to do was to wait for data to be collected. Statistics about every single interface in the device, every event that is going on in that device was collected in an hour – exceptional ability to monitor and collect the breadth of data very quickly clearly differentiates AccelOps from other products."* **Jay Smith, Partner and President of Sales, Security7 Networks**

The innate ability of the AccelOps product to look at two distinct data sets Security Information and Event Management (SIEM) and Availability and Performance Management (APM), perform in-memory real-time analytics and present them up in a unified interface is unique in the industry and provides incredible value to ZINK.

As ZINK continues to lead the innovation in the inkless printing industry, it has found an equally path-breaking, industry-first solution in AccelOps and a trusted advisor in Security7, critical enablers to grow its leadership and market share in this frontier.

*"The combination of SIEM and APM capabilities under a common platform simply does not exist in other products in the marketplace today."*

**Brian Thomas**  
Partner and CTO, Security7 Networks.



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## About AccelOps

AccelOps virtualized, cloud generation software monitors performance, availability and security (SIEM) of IT infrastructure and applications in highly dynamic and scalable data centers. Anchored by patent-pending technology for distributed real-time analytics, AccelOps software works across private clouds, public clouds and traditional data center environments, to bring proactive and comprehensive service health visibility.

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