

# The Wise Company

## INSYNQ

CUSTOMER SUCCESS STORY  
Migrating with Ease

### CLIENT PROFILE

**Company:** The Wise Company  
**Industry:** E-Commerce & Manufacturing



MEMPHIS,  
TENNESSEE



MANUFACTURER

When 'The Wise Company' decided to move to the cloud, they looked no further than Insynq. The Wise Company, a manufacturing and e-commerce company based in Memphis Tennessee, knew that it was time to move from in-house servers to a cloud environment to help employees communicate effectively with their many different offices and facilities.

"All of our hardware and software, other than Sage 100, was outdated and needed to be replaced. We had to make the decision to either pay a bunch of money to replace it, or move to the cloud. The decision to move to the cloud was that we have many locations that manufacture our products but if we (at headquarters) had internet problems or an outage, the whole company would be down. We needed multiple redundant power sources and the safest and most economical choice was the move to the cloud" said Wise's David Elder. The challenge for Wise was: how?

Insynq's team of engineers were ready to answer the 'how'. The process began with customer meetings to determine the scope of the project. The migration had to be complete under two weeks because Wise was closing their former headquarters which housed their servers. Insynq's engineers

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The Wise Company

knew they needed to work efficiently and in partnership with Wise. When the scoping was complete, Insynq and Wise immediately began the project implementation. Insynq remotely set up their new environment in the cloud and worked with Wise to migrate their data, Sage 100, and integrations with Sage 100 for their manufacturing and e-commerce business. The migration required working with various other vendors for proper licensing and installation.

One particular challenge involved connecting, authorizing and licensing Wise’s nine label printers in three separate locations with the Bartender software. Insynq’s Rob Harville from engineering said “A lot of the setup process required working with Wise and working with the other vendors, but ultimately we got it done and did it right. It was easy for them.” The Wise Company’s David Elder said “The people in the plant don’t know any difference in the server, it’s faster and seamless if anything. We had a power outage and the internet down twice. But if we had kept it in house- they would’ve been down too. Because of the redundancy it doesn’t happen anymore.”

Wise’s cloud went live two weeks later, on time. Today, Wise runs on two backend servers with three terminal servers to host their current team of 73 employee accounts with Insynq’s customized cloud. Wise knows that they can always call Insynq’s team of engineers and CloudAssist for reliable support when they need it. “It works. Everyone has been really accommodating” said David Elder.

## About Insynq

Insynq provides elegant cloud hosting solutions for the modern company seeking mobility, security and freedom from IT. Now all of your data and software can be securely accessible from one convenient location—no matter where you are or what device you are using.

Welcome to your new world of cloud computing providing you complete freedom, total control, and operational savings that lets you to focus on growing your business—not IT.

**INSYNQ**  
The Gold Standard for Hosted Platforms

# iNSYNQ

Learn more about Insynq at [www.insynq.com](http://www.insynq.com)

Insynq is one of the largest and best-known cloud computing and application hosting companies in the U.S., with solutions for businesses seeking secure, customized data access via multiple devices. Founded in Gig Harbor in 1997, Insynq was the first company to offer commercial cloud services, and has the most extensive applications library among cloud providers.