



## ADW Diabetes

Hitachi Solutions Managed Services provides peak ecommerce performance and IT peace of mind

### AT A GLANCE

#### Industry

- Health

#### Drivers

- Provide expert support for modern, cloud infrastructure
- Ensure performance, reliability, and scalability
- Enhance security and compliance

#### Benefits

- 24/7 platform support and continuous improvement
- Increased IT productivity and efficiency
- Improved customer service

#### Managed Services

- Proactive monitoring and alert management
- Security and compliance
- Infrastructure and integration management
- Performance and diagnostics
- Upgrades, fixes, and patches
- Release and source code management
- Feature enhancements
- Reporting and governance

#### Products

- Microsoft Azure
- Microsoft SQL Server
- Hitachi Solutions Commerce Suite

#### Integrations

- Microsoft Dynamics GP

#### Languages

- English

*After modernizing its infrastructure and migrating to the Azure cloud to ensure fast, secure, and reliable ecommerce transactions, this prominent medical equipment provider looked to outsource the management of its new IT environment so it could be more innovative, productive, and remain focused on improving customer service.*

### INTRODUCTION

ADW Diabetes® offers quality diabetic supplies directly to consumers. In business for almost two decades, the company serves hundreds of thousands of customers annually by providing one of the largest selections of top quality, brand name diabetic supplies and over-the-counter pharmacy items on the web at discounted prices. The Florida-based company is dedicated to helping keep diabetes management affordable for insured and uninsured/underinsured customers, and is also deeply committed to supporting the diabetes community and organizations that further diabetes education and research.

### CHALLENGE

Providing a great customer experience has always been the primary focus for ADW Diabetes. However, over the years its ecommerce infrastructure had become outdated, siloed, and heavily customized — limiting online customer transactions and slowing order processing and fulfillment.

“Our servers were nearing their end of service life. While they did what they needed to do at one time, we wanted to update our technology to enhance efficiency, reliability, and customer service,” said Chris Maguire, vice president of ADW Diabetes.

ADW Diabetes management team decided it was time to modernize its IT environment and migrate its ecommerce hosting to the Microsoft Azure cloud. The new infrastructure integrated to the existing Microsoft Dynamics CRM system, unified operations, and took the company’s ecommerce to the next level.

Helping with this major transformation was Microsoft Gold Certified Partner Hitachi Solutions, who had been successfully supporting ADW Diabetes’ ecommerce initiatives for more than a decade.



## SUPPORT GOING FORWARD

The infrastructure upgrade and cloud migration went smoothly with minimal disruption or downtime. The company was very pleased with the improved performance and cost savings, as well as the enhanced user experience.

But now, the technology environment was more complex, with more security challenges to overcome. Since security is always a top priority for ADW Diabetes, they needed 24/7 support but didn't have the in-house bandwidth. So, although the IT department had maintained the ecommerce platform before, they decided it was time to bring in professional reinforcements.

"We wanted to make sure the new infrastructure was always secure, available, and optimized. By using an outside managed services partner, we could achieve this while keeping our internal team productive and focused on the core objective of supporting customers and helping them manage their diabetes affordably," said Chris.

## AZURE MANAGED SERVICES SOLUTION

From the initial ecommerce system replacement 10 years ago to the latest Azure modernization implementation, Hitachi Solutions consistently demonstrated deep Microsoft knowledge, technical and industry competence, and responsiveness. Because of this long-standing relationship, ADW Diabetes was comfortable with Hitachi Solutions and trusted the Managed Services team to take over.

"Hitachi Solutions is a very talented team that works hard for us and always has our best interest at heart. In fact, we are still working with some of the same resources we originally worked with 10 years ago. This continuity is invaluable because it means they really understand what we do and what we need to be successful," said Chris.

As ADW Diabetes' managed services partner, Hitachi Solutions extends the IT department's resources and capabilities with expert, dedicated, 24/7 maintenance and monitoring. Support services include:

- Proactive monitoring and alert management
- Security and compliance
- Infrastructure and integration management
- Performance and diagnostics
- Upgrades, fixes, and patches
- Release and source code management
- Feature enhancements
- Reporting and governance

The teams meet weekly to ensure everything is running smoothly and everyone is on the same page, and to exchange information and ideas.

"We've worked collaboratively with Hitachi Solutions for a long time and consider them a part of our team. They have helped us a lot and are a big part of our success," said Chris.

## BENEFITS

ADW Diabetes now has the confidence that their systems are always secure and performing at optimal levels. And because Hitachi Solutions is handling everything so capably, the IT team has more time, energy, and resources to concentrate on other enterprise projects that help the company grow and innovate.

"Hitachi Solutions doing what they do best — platform support and management — allows our team to focus on their core competencies of supporting our customers and their needs," said Chris.

ADW Diabetes also appreciates that Hitachi Solutions is always actively improving the platform, without having to be asked. Said Chris, "As a partner, Hitachi Solutions is always looking for ways



to enhance our platform. They have provided us with additional security measures, proactive patching and maintenance, and additional features to improve performance and scalability. They are invested in our success, which is the hallmark of a great partnership.”

Other benefits of having Hitachi Solutions Managed Services as part of the team include:

- Reduced operational overhead, IT spend, and risks
- Ensured comprehensive, flexible, end-to-end coverage
- Access to certified support experts who provide highly responsive coverage 24/7
- Ability to leverage the expertise of a premier Microsoft Gold Certified partner for quicker escalations and resolutions and faster deployments
- Maximized return on Microsoft investments

“From making it a better infrastructure environment to delivering integration, scalability, security, and disaster recovery, Hitachi Solutions Managed Services gives us peace of mind. This alone is worth the cost of outsourcing,” said Chris.

## MANAGED SERVICES IN ACTION

According to Chris, Hitachi Solutions recently demonstrated their value when an issue caused the website to go down over a weekend. No one was in the office, but Hitachi Solutions was on it immediately — investigating, finding a solution, and restoring business operations quickly.

“Without Hitachi Solutions, we would have lost a lot of orders. Our customers would not have waited around until Monday, they would have gone to one of our competitors. Not only could we have lost customers, but it could also have damaged our reputation,” said Chris.

## FUTURE GOALS

Chris and the ADW Diabetes team have engaged Hitachi Solutions to help them build a mobile app. The app leverages Microsoft Power Apps and will allow ADW Diabetes customers to order using their smart devices.

Chris is excited about this project and is looking forward to working on other projects they didn't have time to do before.

“We all wear a lot of hats here and we have a backlog. With Hitachi Solutions, we're able to finish projects faster and get to the projects that have been on hold — projects that help our company

“*Hitachi Solutions is a strong partner that does an excellent job managing our systems. They ensure our systems are secure, available, and perform, allowing ADW Diabetes to continue focusing on our customers and helping them to affordably manage their diabetes.*”

— **Chris Maguire**  
Vice President  
ADW Diabetes