



NexTek has literally changed the way we do business – for the better. Thanks to their IT solutions, we are more efficient and competitive than ever.

– Laura Forbes, President, Zebra Marketing

**Zebra Marketing's
sales staff was
feeling caged.**

NexTek set them free.

Call NexTek today at 901.405.1323
or visit us online at GoNexTek.com.

NexTek

Wildly successful IT solutions

Zebra Marketing had headquarters in Memphis, an accounting and sales office in Jackson, a sales and fulfillment center in Mobile, and additional sales representatives in Atlanta, Birmingham, Nashville, Orlando, Little Rock, Dallas, and Delaware. What they didn't have was an IT system capable of serving their needs. The only way employees could share electronic documents was via email, or by mailing CDs between locations. Salespeople were trapped in various offices, bound to a rigid, proprietary ordering system. No consistent backup system had been implemented to secure the critical data of the company, thus leaving them vulnerable to data loss. Internet service was inadequate and unsecured; with no firewalls or virus protections in place.

NexTek listened to Zebra's challenges and created custom solutions to meet their needs:

- **Centralized Data Servers** - Zebra's documents are now housed on servers with shared network drives, virtually eliminating the need for paper documents.
- **Web-Based Ordering** - NexTek worked with Zebra to convert their ordering system to a web-based sales system. Now, users can access the system from any Internet connection, at any time. The system is housed at the NexTek datacenter in redundant power and Internet grids to protect Zebra from service outages.
- **Remote Access** - By implementing a secure, web-based portal for accessing the network, NexTek freed Zebra's staff to work remotely, either from home or out in the field, via laptop or Blackberry. As a result, Zebra was able to downsize their office space at a significant cost savings.
- **In-House Mail Server** - NexTek brought all email communications in-house so they could be properly maintained and backed up. In addition, NexTek's e-mail filter saves employees time by weeding out junk emails.
- **Online Data Backup** - Automated online backups ensure data security and integrity.
- **Upgraded Internet Connections** - NexTek arranged for improved Internet service and implemented firewalls, virus protection, and additional security services.

In the competitive world of promotional products, only the strongest and most adaptable survive. NexTek's custom IT solutions revolutionized and revitalized Zebra's business model, saving them thousands of dollars in the process. This zebra changed its stripes, with a little help from NexTek.

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The logo for NexTek, with 'Nex' in blue and 'Tek' in green, set against a background of green circles and lines.