

A background image showing a close-up of a person's hands in a green safety vest writing on a set of blueprints with a pen. The scene is brightly lit, suggesting an office or construction site environment.

# Remodeling Supply Company: Enabling Rapid Retail Expansion

## About the Remodeling Supply Company:

TSA partnered with a Remodeling Supply Company (RSC) that provides its customer with materials and expertise to tackle major flooring projects and offers retail selection at wholesale prices. RSC's business model and emphasis on empowering the customer is popular in the home improvement industry. Since their founding nearly twenty years ago, RSC has grown to nearly 3,000 employees with locations in twenty different states.

What separates RSC from its competitors is the company's intense focus on the local market. RSC gives its managers and merchants the independence to operate their locations with flexibility, allowing each store to cater to its unique environment. As the company continues to grow and expand throughout the country, the business aims to continue this trend of providing a local feel wherever it goes. While the individual locations are given significant autonomy, RSC's central leadership still aims to provide the structure and resources necessary to foster this independence.

## RSC's Challenges:

Our business partner contends with many of the same challenges that face successful young companies.

Rapid growth is a boon for the coffers, but brings with it a host of difficulties in coordinating openings, managing a large number of new hires, and cataloging vital business data. The IT department in particular must be able to scale efficiently to meet increasing demands. IT solutions must also be flexible enough to cater to the individual locations yet simple enough for new managers to quickly learn and utilize the system's nuances. When a business is in its nascent years, customer satisfaction and reputation are critical to long-term success; having secure and reliable data is a vital component of RSC's goal to cater to a diverse customer base. Finally, the IT infrastructure needs to be reliable and cost-effective so the business can continue to run smoothly throughout the country.

Many companies have been held back by limited or underpowered IT infrastructure; RSC recognized the need to get ahead of this hurdle before it became a limiting factor.

## What They Needed:

Our client's primary concern was finding a data storage and computer center that could grow with the same pace and capacity as their business was growing domestically. As locations sprout up throughout the United States, the new facilities needed to be connected back to the primary data center quickly and reliably, without sacrificing the bottom line. In addition, the solution needed to provide all of the

IT resources a new business would need to foster expansion, while remaining simple and accessible enough for the company to introduce nationwide. Furthermore, RSC is a major advocate of consistently evaluating their partnerships to determine if each partner is getting appropriate value from the business arrangement. TSA understands the wisdom of this strategy and aimed to offer a solution that not only would excel in the rigors of a changing business environment but also would be beneficial to both parties.

Ultimately, RSC would be most successful if they had a cost-effective IT infrastructure that was scalable, flexible, and reliable.

### What We Provided:

Based on our existing business relationship with RSC, we quickly tailored a solution that met all of their needs without breaking the bank.

Together we considered several options including HPE Blade c7000s and SimpliVity, but ultimately, we proposed the HPE Synergy 12000 Frame infrastructure with HPE OneView software. The Synergy Frame offered a long-term solution at the right price point; it also combined the storage, computing, and fabric RSC needed to continue their prolific expansion. Because they operate in a highly virtualized environment, both TSA and RSC considered this to be an ideal solution for their existing and anticipated needs.

Thanks to the trust fostered between our companies during the past, the company called on TSA to assist with the deployment of the Synergy Frame.

This process proved more challenging than initially anticipated, as RSC was also in the midst of upgrading their data center networking. Nathan Austhof and Chris MacDonald, both Solution Architects with TSA supported the setup, troubleshooting, and final installation of the infrastructure. While handling cutover of the customer-facing apps, TSA interacted with Cisco to ensure the installation would proceed smoothly. The HPE Synergy Frame was installed in RSC's Atlanta location in only one day. TSA remains on standby, nationwide, in the event of any issues or concerns with the new infrastructure in the future, allowing RSC to remain focused on fostering their national growth and ensuring their customers' needs are met.

### What RSC and TSA Accomplished:

The Synergy framework has become the new standard for the remodeling company as they expand.

All new workloads run on Synergy, and OneView gives the company a single, unified view of their infrastructure, their inventories, and their policies. Simplicity and flexibility remain core tenets of the IT department, and Synergy has combined those qualities with robust computing and data management infrastructure.

Going forward, the Remodeling Supply Company knows that their IT infrastructure concerns have been resolved; the system seamlessly scales with their business needs and advancements. TSA also provides peace of mind as a safety net and business partner in case anything with the system goes awry. We sincerely appreciate the continued opportunities to work with RSC as they grow into a national powerhouse.



**ARE YOU STRUGGLING TO FIND  
A SUSTAINABLE PLATFORM  
FOR RAPID GROWTH?**

Contact TSA to find the right strategy, together for you.