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GRUPO PORTEO: AN IBM i HOSTING CASE STUDY

Connectria – expert IBM i hosting how you need it, when you need it.

Grupo Porteo is a leading logistics company providing warehousing, distribution and consulting services for consumer goods manufacturers, retailers, industrial and pharmaceutical companies across Mexico and now with operations in Houston, Texas. With its customized, advanced logistics system, Grupo Porteo stands above the competition by providing its customers real time shipping information throughout the delivery process. Learn how Connectria represents a vital part of Grupo Porteo's success and growth.

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JERKS

About Grupo Porteo

Grupo Porteo is a top logistics provider in Mexico, offering logistics, storage and distribution services. With coverage throughout Mexico, Grupo Porteo serves manufacturing customers such as 3M, Bayer, Johnson & Johnson, L'Oréal, Nabisco, Philips, Sony and retailers that include Wal*Mart, Sanborne, Chedraui, Gigante and many others.

Headquartered in Monterrey, Mexico, Grupo Porteo currently employs 700 people and has 22 warehouses so they can reach every store within the Mexican market.

In order to provide the highest quality service and stay ahead of its competition, Grupo Porteo developed an advanced online ordering and tracking system that monitors each event in the delivery process. A LANSA-based solution, they were the first in Mexico to offer its customers detailed online information across the whole operation, from the initial distribution request of the manufacturer to evidence of timely delivery at the retailer.

Grupo Porteo's solution has helped them win new business and develop a trusting relationship with its customers, in which they are 100 percent accountable and transparent. Customers can view all details including the date and exact time each task is performed to make timely decisions.

Though Grupo Porteo has specialized in retail and consumer goods for over 20 years, their success and competitive differentiation has enabled them to expand into the industrial and pharmaceutical markets.

In addition, Grupo Porteo is expanding across the border into the United States, with operations now in Houston, San Antonio and El Paso, Texas.

Grupo Porteo Challenges

Providing accurate and timely information has always been a top priority for Grupo Porteo. And the systems that support Grupo Porteo's solutions are key toward achieving their objectives. The server backbone for Grupo Porteo is the IBM i running an AS/400 operating system.

Grupo Porteo owned and managed their systems in-house, however several events and conditions caused them to search for an outsourced solution. During the hurricane season, damage and a leak within their data center caused serious concern. In addition, rising costs associated with technology upgrades, maintenance, and the need for 24x7 administration influenced Grupo Porteo's decision to search for a managed hosting provider.

As a logistics company, Grupo Porteo recognized the advantage of a strong tracking and delivery solution, however realized data center management was not their strength. A managed hosting partner would allow Grupo Porteo to implement a web-based solution while concentrating upon what they do best—logistics.

Choosing Connectria

When Grupo Porteo initiated its search for a hosting provider, their criteria included IBM i expertise, responsiveness and affordable pricing. A quick internet search led Grupo Porteo to Connectria with a very positive first impression. "Within 5 minutes of our electronic inquiry, Connectria responded and began to gather our requirements," noted Paul Sarrapy, Grupo Porteo's President and CEO. Sarrapy further added, "We were very impressed with Connectria's IBM i pedigree and inclusion of the U.S. government among its customers. Having past experience working with Westinghouse, I'm familiar with the strict service level and contract demands that typify U.S. government business. Given Connectria's ability to satisfy this type of customer, we felt confident that they would meet our requirements as well."

In addition to Connectria, Grupo Porteo considered AT&T and TelMex, among others, as potential hosting partners. In a short time it was evident that none of these companies had Connectria's IBM i experience. Grupo Porteo did not want to have its hosting partner gain IBM i experience at their expense.

Grupo Porteo and Connectria moved fast. Within a week's time, Connectria was selected and

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within the same month, Grupo Porteo's solution was fully implemented. Grupo Porteo has since been a Connectria customer for over 6 years and they've enjoyed exceptional uptime and performance. In fact, Grupo Porteo was surprised that connection speeds and response times were faster than when they hosted their IBM i internally. This was due in part to the benefit of enjoying the latest IBM i technologies, without a significant investment, under a hosted model.

"The reliability of the IBM i servers and the versatile applications developed in LANSA, let us create a solution that gives us a view of the entire operation, tracking each individual shipment at a level that allows us to analyze and continuously improve our entire operation," says Sarrapy. "Connectria has met our expectations very well. One of the competitive advantages that Grupo Porteo has is our system. Connectria Hosting is a critical partner and is intertwined in our success. If the system fails, everything fails. Connectria has played a significant role in our growth and we hope to continue our relationship as we expand our business."

> *"Grupo Porteo's advanced logistics systems provides us a distinct competitive advantage. We depend upon Connectria's high level of System i hosting services and uptime as a critical component to our solution and success. We view Connectria as a strategic partner and would recommend them without reservation."*
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> *Paul Sarrapy, President and CEO*
> *Grupo Porteo*

About Connectria

Connectria provides award-winning cloud computing, managed hosting and custom hosting solutions for more than 1,000 customers in over 30 countries worldwide. We are experts in complex multi-vendor solutions, and we support the broadest range of technologies, managed services and security in the industry.

At the core of Connectria is our No Jerks Allowed® company philosophy. As The Jerk Free Company®, we've established a unique culture where every individual goes "the extra mile" to take care of our customers. Being The Jerk Free Company® extends beyond our people too. We make it easy to do business with us through flexible terms, scalable solutions and straight-forward pricing to serve the hosting needs of large and small organizations alike.

To learn more about Connectria and our System i Services, please visit us at:
www.connectria.com/technologies/iseries.php

To learn more about Grupo Porteo, please visit:
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