



## Leading Online Marketing Firm Uses the Network to its Competitive Advantage

### ITOPPLUS Online Marketing Services

Size: 200

Industry: Digital Marketing

Location: Bangkok, Thailand

### Solutions

- Catalyst 2960-X Switches with Power over Ethernet rids the need of running additional power cables
- Small Business SG300 Switches simplify security and QoS traffic prioritization
- 1900 Series Integrated Services Router provides the WAN connectivity

### For More Information

To learn more about Cisco SMB solutions, visit:

[www.cisco.com/go/smb](http://www.cisco.com/go/smb)

### Overcoming Complexity Drives Competitiveness

To be a leader in digital marketing, you need to empower employees with leading-edge connectivity and collaboration. For ITOPPLUS Online Marketing Services, secure, reliable connectivity is an essential part of staying competitive in a challenging environment, and it requires a unified, manageable infrastructure.

With two offices in Bangkok, Thailand, the firm offers digital marketing and website hosting services to more than 6000 customers across the country. The organization specializes in marketing initiatives for customers on a variety of channels and platforms, including Google and Facebook. To deliver the personalized services its clients need, its 200 employees across locations need reliable connectivity to online tools, resources, and one another. But its complex, aging network environment could not deliver the performance and availability it needed.

“Our network was composed of devices from a variety of manufacturers, and the performance was quite poor,” says Surapong Somrang, CIO at ITOPPLUS. “It

impacted our service delivery, and when the network goes down, that’s really a lost opportunity for us.”

ITOPPLUS relies on a small staff to manage not only its IT but its business applications. The organization needed a solution that was dependable and simple to manage, so it could make the most of limited resources. The ten-year-old company is constantly growing and changing, so the solution would also have to deliver the flexibility and scalability needed to accommodate new sites and users.

### Small Business Simplicity with an Enterprise Class Network

To power the high-performance Internet connectivity and collaboration it needed, ITOPPLUS replaced its mixed network environment with a Cisco routing and switching solution.

To provide WAN connectivity to its two offices, the firm deployed Cisco 1900 Series Integrated Services Routers. Built specifically for small office environments, these routers help ITOPPLUS deliver a highly available collaboration environment with secure access to applications.

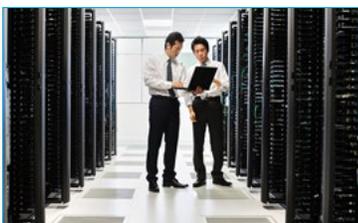
*With Cisco Start SMB Solutions, ITOPPLUS:*



Improved collaboration with granular application control enhances business insight and agility



Increased business continuity and scalability without network disruption simplifies IT management



Peace of mind with Cisco's Enhanced Limited Lifetime Warranty

Employees are now armed with an always-on network and always-on access, keeping the business competitive and serving their customers quickly.

The Cisco 1900 Series Integrated Services Routers provide the granular control that ITOPPLUS needs for its third-party conferencing and collaboration applications. Their integrated application services support application visibility and control, which prioritizes and optimizes all types of data, voice, and video apps.

"We like the fact that we can adjust quality of service (QoS) capabilities to optimize the experience for employees when they are videoconferencing with colleagues and customers," says Somrang. "The Cisco solution delivers the control we need to prioritize latency-sensitive traffic."

When business requirements change, the Cisco 1900 Series ISR Router features a modular design that lets the firm add new capabilities and interface options.

To enable connectivity within each office environment, ITOPPLUS has long depended on the Cisco SG300 Series fixed-configuration managed Ethernet switches. Easy to set up and use, the switch provides an affordable solution that lets the firm connect its employees to each other and with all of the servers, printers, and other devices they use. Its dependable, high-speed performance makes it easy for employees to transfer files and stay productive without network interruption. "Cisco's small business

switches are an exact match for what our lean IT needs: quality networking with low maintenance," says Somrang.

Cisco SG300 Series Switches include a device manager software that provides an intuitive, web-based interface to simplify setup, security, and QoS traffic prioritization, enabling ITOPPLUS IT staffers to configure each switch in minutes.

"The Cisco SG300 lets us manage our VLAN, QoS, and security much more easily than before," says Somrang. "We especially appreciate its performance monitoring, which gives us early alerts about abnormal traffic. That helps us take action to prevent problems that would impact our operations."

ITOPPLUS has also deployed Cisco Catalyst 2960-X Series Switches for additional built-in energy efficiency. These powerful Gigabit Ethernet switches support automated software installation and port configuration, simplifying IT while establishing a robust network foundation. Their built-in support for Power over Ethernet Plus (PoE+) makes it easy for the firm to connect employees to the devices they need, "With Cisco PoE, we don't have to worry about running additional power cables to provide the connectivity our people need," says Somrang. "That makes setup much faster and less expensive."

### *Routing and Switching Products*

- Cisco Catalyst 2960-X Series Switches with Power over Ethernet
- Cisco Small Business SG300 Series Gigabit Managed Switch for each office
- Cisco 1900 Series Integrated Services Router

## Trouble-Free Connectivity for an Improved Customer Experience

With its new Cisco solution in place, ITOPPLUS is taking advantage of improved collaboration that helps it gain better insight into its processes and boost business agility.

“Our Cisco network supports our in-house customer relationship management (CRM) system, which combines sales, accounting, human resources (HR), and our production tracking system,” says Somrang. “All information is updated in real time, and provides summary reports to top management to help them make better decisions.”

ITOPPLUS is also enjoying a level of business continuity and scalability that wasn’t available before. “We rely on dependable network connectivity to differentiate ourselves in the marketplace,” says Somrang. “Since moving to the Cisco solution, we have not experienced any network downtime issues.”

In the event of an equipment issue, Somrang and his team have peace of mind in know that Cisco’s Enhanced Limited Lifetime Warranty provides best-in-class protection for the firm’s hardware for as long as the company owns the devices.

The new solution is expected to provide ongoing savings for the company’s IT team in the future, saving time and freeing staff to focus on growing the business instead of chasing down problems.

“The management tools included with our Cisco devices make the solution easier to manage and troubleshoot,” says Somrang. “Our previous network was a mix of devices that made it difficult to track issues. A single unified Cisco solution is much easier to manage.”

The modular, stackable infrastructure also makes it easier for ITOPPLUS to add new users when business needs change. Somrang and his team are confident that the scalable solution will be ready for growth when new opportunities arise.

---

*“We rely on dependable network connectivity to differentiate ourselves in the marketplace. Since moving to the Cisco solution, we have not experienced any network downtime issues.”*

**Surapong Somrang**  
CIO, ITOPPLUS



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV Amsterdam,  
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)