



## Remedying IT Issues: A Case Study

*How H.W. Naylor Co. Was "Udderly" Relieved of their IT Maintenance*

### Meet H.W. Naylor Co.

The H.W. Naylor Company is one of the largest businesses in Morris, New York, having produced carefully crafted, proven "dependables" that have helped people protect the health of their animals since 1926. Find out more about them and where you can find their products by visiting [www.drnaylor.com](http://www.drnaylor.com).

Back in 1913, Dr. Howard Naylor returned to his hometown of Morris, New York with his wife and a doctorate in veterinary science. With most animals being treated with home remedies and no preventative care whatsoever, Dr. Naylor was frustrated enough to develop improved alternatives to what was commonplace at the time. Before long, these products overtook his practice, and the doctor shifted his focus in 1926 to running the factory to ensure that his quality products reached those who needed them.

Today, H.W. Naylor Company continues to produce these products for a global market, their small team of 11 responsible for preventative animal care materials that are used in 25 different countries. Of course, doing so nowadays is a much more IT-intensive matter than it was back then. The team at Naylor now relies on their computers and Internet delivered over Wi-Fi to do what needs to be done, and their processes depend on the programmable logic controllers (or PLCs) that control their machines.

### Remedying Issues Became An "Overwhelming" Prospect

President and owner (along with any other role that is called for) David Lucas was initially the one to handle any problems that arose in the business' IT. This soon became a responsibility he dreaded, though, as these issues took valuable time out of his day.

Fortunately, by networking with another business in the area, Lucas was referred to a provider whose services lined up perfectly with his needs... Directive.

## Directive Came in and Got to Work

The local IT provider came in and quickly took control of the situation, seeing the need for more consistent system maintenance and general improvements to their information technology strategy.

Naylor was one of the first companies in the area to embrace VoIP (or Voice over Internet Protocol telecommunications), providing them with significant cost savings as compared to traditional telephone services.

### *A Plan was Quickly Made and Implemented for H.W. Naylor Co.*

Directive's team quickly updated the manufacturer's technology solutions, updating their servers and implementing new policies to their network. Their Wi-Fi network was totally reworked, a firewall was added, and backups were made part of their standard operating procedures.

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Most pertinent to Lucas' struggles, however, was the remote monitoring and maintenance service that Directive provided for the manufacturer.



*Basically, I don't worry about IT now, and it's also the fact that I don't have to worry if I'm not here for support. So it's taken a huge load off my shoulders to hand that off.*



— David Lucas, President and Owner of H.W. Naylor Co.

## These Changes Quickly Relieved the Pressure

Directive's team is now remotely keeping an eye on the network that Naylor relies on to support their operations, along with the workstations connected to it. That way, any issues that aren't prevented outright can be addressed as quickly as possible so that the user on the other end can get back to business. Now freed of his support and maintenance duties, Lucas appreciates that Directive operates in the background.

Lucas can be confident that updates are being applied and that their security is the way it needs to be—something that wasn't the case before. Most importantly, Lucas no longer needs to worry about the company's IT, whether or not he's there.

### **About Directive**

We specialize in delivering enterprise-grade IT solutions tailored to the needs of small and medium-sized businesses in and around Oneonta. With over thirty years of experience, we've become a trusted partner, empowering our clients with the technology and expertise they need to excel in a competitive world. Our mission is simple: to make IT accessible, reliable, and a driver of success for every business we serve.

**Are You Interested in Finding Out What Benefits Your Business Would See?**