



Continuing the pursuit of "happyness": Gardner Rich improves core-business efficiency, secures data and addresses regulatory compliance using the NitixBlue solution.

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"The NitixBlue platform provides the security, business continuity and collaboration functions I need to run my firm efficiently. And now that it is transitioning to IBM Lotus Foundations Start, this great solution will be bolstered by IBM's resources and reputation." - — Chris Gardner, Gardner Rich LLC

Customer:

Gardner Rich LLC

Industry:

[Financial Markets](#)

Deployment country:

United States

IBM Business Partner:

ChicagoConsultants.com, Inc.

Overview

Gardner Rich is a private stock brokerage firm with offices in Chicago, New York and San Francisco. The 2006 Columbia Pictures film *The Pursuit of Happyness* is based on founder Chris Gardner's life story, struggles and successes.

Business need:

Gardner Rich relied heavily on technology to run its business, even though the firm did not have the staff, time or desire to manage IT.

Solution:

ChicagoConsultants.Com selected NitixBlue, a product created by Net Integration Technologies and acquired by IBM in 2008. The software appliance provides IT capabilities needed to run small businesses—even those with little or no technical expertise.

Benefits:

Improves Gardner Rich's efficiency by as much as 50 percent by facilitating anytime, anywhere communications; Helps eliminate unwanted network intrusions, prevent unauthorized user access and reduce the risk of operational downtime; Supports investment regulation compliance

Case Study

“The NitixBlue platform provides the security, business continuity and collaboration functions I need to run my firm efficiently. And now that it is transitioning to IBM Lotus Foundations Start, this great solution will be bolstered by IBM’s resources and reputation.”

— Chris Gardner, Gardner Rich LLC

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Challenge

Although Gardner Rich relied heavily on technology to run its business, the firm did not have the staff, time or desire to manage IT. It wanted its critical applications to be reliable and secure, yet supported by out-of-the-box solutions with nominal setup, customization and maintenance requirements. Gardner Rich’s IT consultant, Rick Abbott of ChicagoConsultants.Com, sought an efficient, comprehensive solution for the firm that could:

- Provide e-mail archiving, backup and disaster recovery capabilities
- Help facilitate regulatory compliance
- Improve efficiency through anytime, anywhere communications.

Solution

ChicagoConsultants.Com selected NitixBlue, a product created by Net Integration Technologies and acquired by IBM in 2008. The NitixBlue solution provides the core technology behind the IBM Lotus® Foundations *Start* software appliance. The software appliance provides IT capabilities needed to run small businesses—even those with little or no technical expertise. It also meets Gardner Rich’s needs by:

- Securing electronic data with frequent, automated disk backups—eliminating the need to buy additional backup software.
- Protecting data and applications with integrated firewall, antivirus and antispam capabilities.
- Enabling the creation and sharing of information, e-mail and calendars with IBM Lotus Notes® and IBM Lotus Domino® software.

Benefits

- Improves Gardner Rich’s efficiency by as much as 50 percent by facilitating anytime,

anywhere communications

- Helps eliminate unwanted network intrusions, prevent unauthorized user access and reduce the risk of operational downtime
- Supports investment regulation compliance

Components

IBM products and services that were used in this case study.

Software:

[Lotus Foundations Start](#)

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