

At a glance

# Case Study: Rapid Labels

**Customer:**  
Rapid Labels

**Industry:**  
Print and Label Manufacturing

**CodeBlue Services Used:**  
IT Support Services  
CIO Services

**Key Benefits:**

- Focused strategy on IT services optimised for Rapid Labels' mid-sized businesses
- Cost-effective fully virtualised in-house server farm



# Under budget and ahead of schedule for greenfield solution at Rapid Labels

When Tiri Group bought fast-growing label manufacturer Rapid Labels from Blue Star in July 2012, Rapid Labels was faced with very tight deadlines to implement a new IT system from the ground up. CodeBlue won the business and succeeded in completing the implementation ahead of schedule and under budget.

“We had to disentangle quickly from the Blue Star system and figure out how to go it alone,” says Rapid Labels General Manager Anne-Marie Sutton. “We did a scoping exercise and decided that outsourcing was

the way forward. We didn’t want to have an in-house IT department, so we needed a provider that could design a new system and handle implementation and ongoing support – all to a very tight deadline.”

## The right fit

“I talked to four companies that were recommended. We chose to go with CodeBlue because, basically, CodeBlue was smarter in understanding our business needs and in coming up with a proposal which came from a business perspective rather than just technology. We had comfort that CodeBlue had a good track record with their existing customers. And there was a good

cultural match. Our business is built on the speed as well as the quality of our response to customer needs. Throughout the selection process CodeBlue showed they shared that ability to respond quickly to the customer – us – and we gave them our business in the hope they could deliver. It turned out they could,” Sutton says.

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**Anne-Marie Sutton,**  
General Manager,  
Rapid Labels

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The new system not only came in faster than the completion deadline, but also under the agreed budget, Sutton says. "We are absolutely delighted with CodeBlue's ability to deliver on their promise. Everyone I talk to is surprised that the IT project was brought in ahead of time and under budget - that never happens. Meeting the time deadline was absolutely critical. The business was purchased by Tiri Group in July 2012, the

handover along with the switching off of the Blue Star IT service was in December 2012.

"By the time we'd completed the initial scoping exercise and selected CodeBlue as our supplier, the time to implement was shorter than we anticipated. But CodeBlue came through on time. That was fantastic," Sutton says.

### A fully-outsourced solution

Rapid Labels uses Prism for job costing and financials, MYOB EXO for payroll and VIP for fixed assets, and - prior to the new CodeBlue system - a standard Microsoft 2000 desktop operating system platform. The company uses Apple Macs for the in-house label design team, with the requirement for integration between the Apple and Microsoft environments.

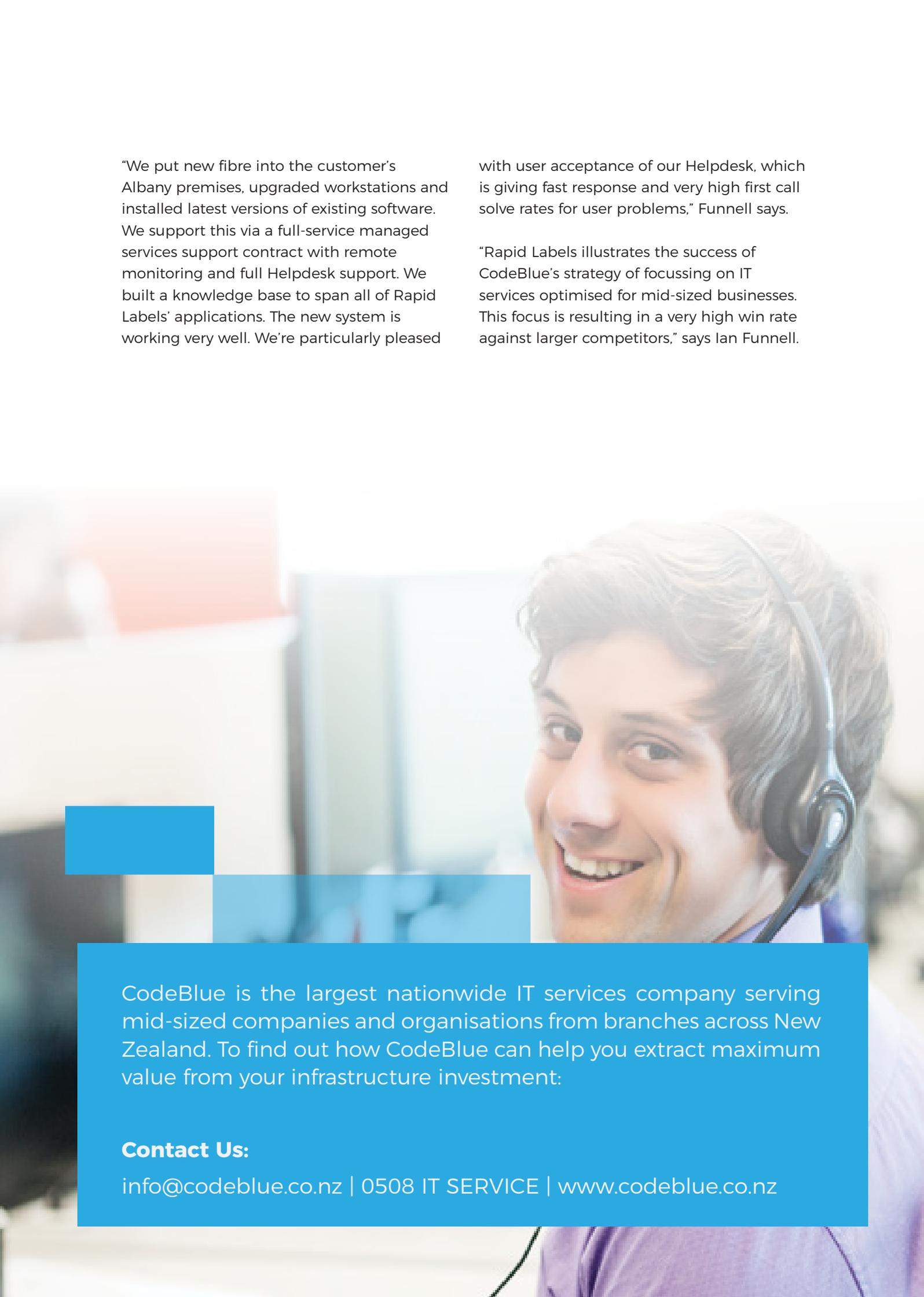
CodeBlue's approach was to implement an

in-house cloud. Rapid Labels had retained a new server at their Albany premises as a legacy of the shared services provided by Blue Star. CodeBlue General Manager Ian Funnell says that this meant it was most cost-effective for CodeBlue to maintain servers in-house rather than provide them via the cloud. CodeBlue's solution was to implement a new in-house, fully virtualised server farm using the existing computer room.

"We put new fibre into the customer's Albany premises, upgraded workstations and installed latest versions of existing software. We support this via a full-service managed services support contract with remote monitoring and full Helpdesk support. We built a knowledge base to span all of Rapid Labels' applications. The new system is working very well. We're particularly pleased

with user acceptance of our Helpdesk, which is giving fast response and very high first call solve rates for user problems," Funnell says.

"Rapid Labels illustrates the success of CodeBlue's strategy of focussing on IT services optimised for mid-sized businesses. This focus is resulting in a very high win rate against larger competitors," says Ian Funnell.



CodeBlue is the largest nationwide IT services company serving mid-sized companies and organisations from branches across New Zealand. To find out how CodeBlue can help you extract maximum value from your infrastructure investment:

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