



# Customer Experience

## Broadmead Retirement Community

### Enriching the Lives of Residents

Based in Cockeysville, MD and nestled in the picturesque rolling hills of Hunt Valley, Broadmead is a 94-acre community that prides itself in enriching the lives of seniors. Broadmead offers its residents beautiful surroundings, inviting homes, outstanding amenities and a continuum of care designed for peace of mind.

### Time for a Technology Refresh

The continued success of Broadmead required that it refresh its outdated office technology. Over 120 employees working in multiple locations needed reliable access to critical information, and they needed their data to be protected against loss. All of this had to be achieved and sustained without adding an extra burden on Broadmead's small IT staff. DataLink was called in to assess the situation and craft an appropriate, cost effective solution.

### Adding Mobility and Improved Access

DataLink turned to Virtualization technology to enable Broadmead to deliver better performance from its servers. A Virtual Desktop platform was installed, allowing staff to be more productive as they move around the community. Now they can access data anytime, anywhere by logging into their virtual desktop from any convenient device – PC, notebook, tablet, or smartphone – at the office, on the grounds, or at home. They get faster application response too, which frees up even more time to serve Broadmead's residents.

### Reliability and Protection

The new "virtualized" environment reduces the number of physical servers Broadmead has to manage and adds a layer of data protection that supports 100% uptime. Broadmead now has a backup disaster recovery plan with hot site capabilities running at DataLink's offsite data storage facility. If Broadmead has a local power outage or loses access to a key building, they can get back to work from any remote location with an Internet connection.

### Ready for the Next Challenge

Virtual clients that were added to Broadmead's existing PCs saved over \$48,000 in hardware replacement costs and reduced the need to add more IT staff. Instead of dealing with routine support, Broadmead's busy IT team can now focus on strategic initiatives. With the extra savings, Broadmead can invest in other community priorities. DataLink's new technology approach and ongoing support allows Broadmead to better serve the needs of their unique community.

## BROADMEAD

"DataLink upgraded our old IT infrastructure to a Virtual Computing environment. It was a big project, but DataLink made the transition easy on my team. We're very pleased with the added flexibility and savings."

- Pat Gordon, CFO, Broadmead

## HIGHLIGHTS

### CUSTOMER

Cockeysville, MD  
Residential Community for Seniors

### SOLUTIONS

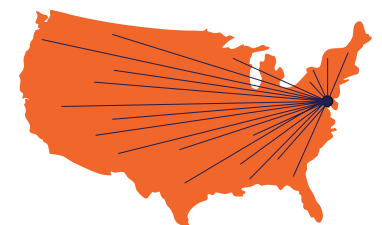
Virtualized Servers  
120+ Virtual Desktops  
Offsite Data Storage  
Hot Site Restore Capability  
24x7x365 IT Support

### KEY BENEFITS

Hardware cost savings  
IT staff savings  
Secure on- and off-site VDI access  
Business Continuity  
Single Source IT solutions & support  
DataLink IT experts on call

### COMPLETE COVERAGE

DataLink is based in Millersville, MD and supports your local, regional, and national locations.



We Make "IT" Easy