



## Microsoft Windows Small Business Server 2003 Customer Solution Case Study



**PERFECT VISION**  
*Laser Correction*

### Overview

**Country or Region:** Australia  
**Industry:** Health

### Customer Profile

Perfect Vision uses laser surgery to correct a range of eye conditions such as short- and long-sightedness, astigmatism, and cataracts. It has two surgeries in Sydney, 12 staff and 15 PCs.

### Business Situation

Perfect Vision's server environment was unstable and unreliable, requiring frequent server restarts. Downtime was out of control, making it difficult for staff to access patient information and causing scheduling chaos at surgeries.

### Solution

Perfect Vision installed Microsoft® Windows® Small Business Server 2003 and uses Windows Server™ 2003 Terminal Services to provide remote access to the second surgery.

### Benefits

- Stable and reliable server solution.
- System uptime at 99.96 percent.
- Improved customer service.
- Secure remote access.
- Increased staff efficiency.



## Perfect Vision Saves Up to AUD\$30,000 a Year by Eliminating Downtime

"I used to feel like our technology platform was held together with sticky tape. Windows Small Business Server 2003 gives me the confidence that the system will cope no matter what we throw at it."

Fiona Robinson, Practice Manager, Perfect Vision Laser Correction

Laser surgery is an increasingly popular treatment for common eye problems. This makes Perfect Vision Laser Correction's two clinics very busy. With surgery days booked out months in advance, the last thing the firm needed was an IT environment that couldn't cope with the required workload. Problem was, that's exactly what it had. Its server crashed on a frighteningly regular basis, causing enormous amounts of downtime and disruption. Perfect Vision engaged Microsoft® Partner and Small Business Specialist Alexanders to install Microsoft Windows® Small Business Server 2003. Alexanders also configured Windows Server™ 2003 Terminal Services to provide remote access for staff and allow information-sharing between the clinics. Installing a business-grade ADSL line between the two sites further improved communications. Since the implementation, Perfect Vision has achieved uptime of 99.96 percent, increased staff efficiency, and improved customer service.



## Situation

Four out of five people who wear glasses or contact lenses are candidates for laser surgery, which can correct a range of eye conditions, including short- and long-sightedness and astigmatism. In 15 to 20 minutes, patients who have spent a lifetime wearing glasses receive surgery that corrects their vision and allows them to see unassisted.

Perfect Vision Laser Correction specializes in laser vision correction and cataract surgery. One of Australia's busiest laser vision correction clinics, it has two surgeries and 12 staff, including ophthalmologists, nurses, and administration staff. The company has 15 PCs across the two locations.

Each site operates as a live surgery as well as dealing with administrative tasks. Perfect Vision must run specialist business-critical medical applications such as its appointment scheduling and patient information applications. Of course, the company also needs email and word processing functionality.

Perfect Vision used remote access to deliver emails and applications to users at the second surgery. However, problems with the way the system was configured made it unstable. The server was not coping with the amount of data generated by the business and the demands of serving users at two sites simultaneously.

"Our technology environment wasn't set up to grow," says Fiona Robinson, Practice Manager, Perfect Vision Laser Correction. "As the business expanded and more staff needed to use the system, it just wasn't coping."

The server began to fail regularly, requiring it to be shut down and restarted. This meant all users at both clinics had to log off, wait for

the server to restart, and then log back on. This caused havoc at clinics, leaving administration staff unable to make client appointments, schedule surgery, or view patient details.

"The server was going down on a frighteningly regular basis," says Robinson. "It would be out of action for 30 minutes at a time. Apart from inconveniencing clients and slowing down workflows at both clinics, this also made us look incredibly unprofessional."

Compounding the problem was the data line that connected the two surgeries. Its reliability was questionable and it sometimes failed, leaving users at the second clinic unable to access applications and information.

Perfect Vision did the numbers. Server downtime of 20 to 30 minutes twice a week affected 12 users, resulting in total lost productivity of 8 to 12 hours per week, which was costing the business between AUD\$20,000 (U.S.\$15,000) and AUD\$30,000 (U.S.\$22,576) each year.

The company decided that drastic action was in order—and fast. It set out its requirements for a new technology environment. It wanted a system that increased staff efficiency rather than hampering productivity. The new technology needed to be able to cope with the amount of data Perfect Vision needed to store and to support its business-critical applications. It needed the ability to scale as the business grew and to support communication between the two sites.

As staff move often between sites, remote access to applications, files, and email was another important consideration. Most importantly, the system needed to be able to guarantee excellent levels of uptime. In fact, Perfect Vision wanted guaranteed uptime of 99.95 percent during business hours.

## Solution

Perfect Vision uses accounting firm Alexanders, which specializes in small- to medium-sized businesses, to manage its accounts and financials, and assist with business planning. Alexanders has around 30 employees and the same number of PCs. When Alexanders advised Perfect Vision that it had recently opened up an IT support division and become a Microsoft® Small Business Specialist, it seemed like a perfect fit. Alexanders offered technical planning and support, giving Perfect Vision the confidence that it could create a solution that would meet its needs into the future.

"We sat down with Perfect Vision and discussed the company's business needs," says George Doubinski, Technology Partner at Alexanders. "It's important to get the customer to articulate their business problems and what improvements they'd like to see. We can then recommend a technology solution that covers this."

Alexanders developed a solution based on two servers. The first, running Microsoft® Windows® Small Business Server 2003 Premium Edition, provided email, file and print, firewall, and applications services for the main office. The second, running the Microsoft Windows Server™ 2003 Standard Edition operating system, was located in the main office and provided the same functionality to the second office remotely using Windows Server 2003 Terminal Services.

This configuration provides added stability; if one server experiences problems, the other is not affected.

The implementation took place in early 2005. Users at the second clinic were migrated from the main server to the remote access server. This gave remote office users a stable

environment and meant their access did not interfere with that of main office users and vice versa.

To improve the company's communications and the speed and reliability of the link between the two offices, Perfect Vision upgraded to a business-grade ADSL line supported by service level agreements. Alexanders also worked with Perfect Vision's ISP to move the business's communications to a dedicated virtual private network (VPN).

Following the implementation, Alexanders found that everyday Internet usage by staff, such as for Web browsing and email, was degrading the performance of the Terminal Services connection. It reconfigured the routers to allocate guaranteed bandwidth to the remote office, but Perfect Vision was still paying AUD\$500 (U.S.\$376) per month in excess bandwidth charges. To solve the problem, Alexanders installed Microsoft Internet Security and Acceleration (ISA) Server 2004 (included in Windows Small Business Server Premium Edition), which caches Internet content.

## Benefits

### Improved Customer Satisfaction

The reliability and stability of Windows Small Business Server 2003 Premium Edition combined with a business-grade ADSL line gives Perfect Vision a level of uptime it hadn't dared dream of.

"Having the servers constantly up and not having to worry about crashes has made an enormous difference to the way the business runs and staff productivity levels," says Robinson.

The new system allows the business to be more responsive to customer needs and ensure their experience with Perfect Vision is streamlined and hassle-free. Hectic surgery days at both clinics now run smoothly and

according to schedule, with bookings and patient information available in real time.

"It's just not good enough to tell customers that our systems are down or our computers are slow," says Robinson. "Excuses like these simply aren't valid anymore. Businesses have to do better.

"When our customers come in for surgery, they may already be nervous. They shouldn't have to deal with our computer problems. We need to do everything we can to make the experience as pleasant as possible. Now we're confident that's what we're doing."

The new system has also improved the way staff work. Not only are they more productive and efficient, they're also more satisfied.

"Systems that crashed on such a regular basis made daily life very draining for staff," continues Robinson. "The new solution works perfectly, allowing staff to get on with their tasks without the shadow of the next outage hanging over their heads."

#### **Cost Savings**

The new system is even saving Perfect Vision money. By eliminating the downtime it was experiencing and achieving 99.96 percent availability, the business is saving between AUD\$20,000 (U.S.\$15,000) and AUD\$30,000 (U.S.\$22,576) each year.

In addition, using ISA Server 2004 to cache Internet content has reduced Web traffic across the company by 40 to 60 percent, resulting in savings of AUD\$200 (U.S.\$150) to AUD\$300 (U.S.\$226) per month.

"We knew we couldn't afford not to move to the new platform, and the results since are testament to this," says Robinson.

#### **Remote Access**

As staff often move between clinics, it was important that the new system allowed them to access the files, documents, and applications they needed no matter what their location.

Management can now access email and files remotely, making it easy to work from home after hours and to access important information and communications while travelling.

Remote access is also important for the support team at Alexanders. If Perfect Vision experiences a problem with the system, Alexanders can quickly log into any of the machines to ascertain what the problem is. Alexanders also installed monitoring software to keep tabs on the environment and can fix small issues before they become big problems.

#### **Security**

Moving Perfect Vision's communications to a dedicated VPN allows the traffic between the offices to take the shortest possible route from sender to destination. Because emails and data are now travelling on a VPN and are guaranteed never to leave the Internet Service Provider's network, the security of Perfect Vision's data is ensured.

Because the system is now dependable, the business has greater peace of mind that its corporate information, including confidential patient records and irreplaceable booking schedules, are safeguarded.

Enhanced security gives Perfect Vision more confidence in the ability of information technology to support the business as it grows.

"I used to feel like our technology platform was held together with sticky tape," says Robinson. "Windows Small Business Server 2003 gives me the confidence that the

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For more information about Alexanders products and services, call 13 61 13 (outside Australia call (612) 9438 3233) or visit the Web site at: [www.alexanders.net.au](http://www.alexanders.net.au)

For more information about Perfect Vision Laser Correction products and services, call (612) 9482 5155 or visit the Web site at: [www.perfectvision.com.au](http://www.perfectvision.com.au)

system will cope no matter what we throw at it.”

## Windows Small Business Server 2003

Windows Small Business Server 2003 is a powerful advantage for your business success. Improve the security of your data and help your network run dependably. Release new productivity from your desktops while empowering your employees to do more. And connect to your customers like never before.

For more information about Windows Small Business Server 2003, please visit: [www.microsoft.com/sbs](http://www.microsoft.com/sbs)

### Software and Services

- Products
  - Microsoft Internet Security and Acceleration Server 2004
  - Microsoft Windows Small Business Server 2003 Premium Edition
  - Microsoft Windows Server 2003 Standard Edition
- Technologies
  - Terminal Services

### Hardware

- HP Proliant server
- HP NetServer server
- 14 Compaq Evo D500 PCs
- Cisco 1700-series and 800-series routers

### Partner

- Alexanders

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