

# DBK Implements Advanced Voice and Data Solution

## DBK Concepts, Inc.

Miami, Florida

### Business Challenges

- Maintain operations during challenging conditions such as hurricanes
- Provide state-of-the-art communications
- Enhance value proposition and company reputation

### Network Solution

- Data Center
- Internet Satellite Enterprise
- Hosted IP Centrex
- Local, Long Distance, and International Voice

### Business Value

- **Connect.** Customer communications enhanced with hardened security for servers and connectivity
- **Optimize.** More business continuity options with Satellite Broadband and hosted IP telephony
- **Grow.** New infrastructure and services allow focus on customer retention and growth

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**Danny Katz**  
CEO  
DBK Concepts, Inc.

Working closely with Verizon Business, DBK designs an advanced business continuity plan for its nerve center in Miami, Florida.

### Company Background and Industry

DBK Concepts offers complete, mobile, data-collection solutions for inventory management to industries such as retail, grocery, wholesale, and transportation. The company offers new and refurbished data-collection mobile computers, custom software development, maintenance and repair services, and professional implementation services. DBK serves a significant amount of Fortune 500 companies with its “One Point-of-Contact” services. The company maintains headquarters in Miami, Florida, and sales offices in Chicago, Illinois; Tampa, Florida; Detroit, Michigan; Houston, Texas; and Des Moines, Iowa.

### Key Business Challenges

Businesses rely on DBK-provided supply chain management components to keep pace with their customers’ needs. That’s why DBK places a high priority on efficient, responsive service, communicating with its customers virtually every day, primarily via the Internet. A key aspect of DBK’s business revolves around maintenance of data equipment. When data collection devices, laptop computers, or hand-held inventory control guns are needed, customers open a web application, complete an online request, and, within hours, DBK has the needed equipment on its way in an overnight shipment. Like the Internet itself, it’s 24x7x365.

As a South Florida business, DBK must contend with the potential disruption of operations due to hurricanes. To help ensure it meets its critical service pledge even as hurricanes in the region become more active, the company constructed its South Florida facility to exceed Dade County building codes. But the 2005 hurricane season—the most active on record—prompted DBK to further harden its hurricane preparedness. “After hurricane Wilma, we saw the importance of implementing a business continuity plan to support our customers,” says DBK CEO Danny Katz. “We looked for redundancy in our ability to make contact with our customers, from Internet, to web hosting, to telephone systems.”

### The Solution

DBK chose a complete solution for both advanced voice and data communications and business continuity featuring Data Center Services and Satellite Broadband. DBK is colocating its servers in the Verizon Business Premium Data Center in Miami, and the company has added Internet Satellite Enterprise provided by Tachyon.Net to help maintain Internet connectivity in severe conditions. With the Internet Satellite Enterprise service, DBK can maintain availability to its customers if a hurricane knocks out local landlines. The company is also using Verizon Business’s local, long distance, and international voice services. As part of this service, DBK has moved into the world of Voice over IP with Hosted IP Centrex, which provides a software-based PBX in the network, thus eliminating the need for premises-based PBX equipment.

## Case Study

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### About Verizon Business

- Leading provider of advanced communications solutions for business and government
  - Owns and operates one of the most expansive IP backbone networks in the world
  - Offers services on 6 continents, in 150 countries, and more than 2,800 cities around the globe
  - Offers innovative applications to help simplify, secure, and transform businesses
  - Delivers converged and integrated services that bring communication solutions together
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### Why Verizon Business?

Some of the world's largest corporations trust their operational integrity to Verizon Business data centers, from colocation to fully managed hosting. DBK President Luis Barroso and Katz looked at several options in the area, but were impressed with the Verizon Business data center in Miami. "I noticed other major companies that had taken the step to acquire Verizon Business data center services," recalls Barroso. The DBK executive checked into the history of business interruption in the area and compared it with the performance of the data center. "The answers were extremely satisfying," he says, especially the fact that the data center never experienced a service interruption during Hurricane Wilma.

DBK was also pleased with the security of the data center, including individually keyed cabinets, 24x7 uniformed guard service, electronic security measures, interior and exterior closed-circuit surveillance, and the unmarked, low profile of the facility.

### Results and Next Steps

DBK has taken business continuity to the next level, which helps ensure its customers receive the reliable service they depend on. And with the advanced voice and data services from Verizon Business, it has improved its internal operations as well. With VoIP, employees can use a web-based interface to automatically forward calls to their cell phone, home, or other location, which is especially useful during severe weather disruptions. Bottom line, DBK now has a business continuity plan from a leading provider to help ensure its services will be available. With that peace of mind, the company can focus on what it does best—delivering complete mobile data-collection solutions.

### For More Information

- [www.verizonbusiness.com/us/itsolutions/infrastructure/datacenter/](http://www.verizonbusiness.com/us/itsolutions/infrastructure/datacenter/)
- [www.verizonbusiness.com/us/data/connectivity/satellite/](http://www.verizonbusiness.com/us/data/connectivity/satellite/)
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