

CASESTUDY

HIDDEN COST OF UPSTREAM IT DECISIONS

Background

Two retail environments we recently dispatched to assist — apparel and fuel/convenience — experienced prolonged outages due to centralized control and reactive support models. Multiple days without internet cost these companies not only revenue, but much more.

Introduction

Extended downtime is rarely caused by a single technical failure. More often, it is the result of upstream decisions, rigid processes, and lack of proactive planning.

Challenges

Apparel Customer: The primary internet circuit had been in a failed state for an unknown amount of time and was never repaired. When a hardware device failed, the store lost all connectivity and ability to cash out customers. Replacement equipment shipping delays extended the outage beyond 72 hours.

Fuel/Convenience Customer: An aging DSL circuit serving management systems remained offline for 47 days. Non-qualified technicians failed to resolve the issue, eroding trust and increasing stress. Local alternatives were available but not utilized by the internet management company contracted by corporate.

Business and Human Impact

- Lost Revenue – \$36k+ for apparel, \$14k+ for Fuel
- Operational drag
- Employee burnout
- Leadership credibility erosion

Common Themes

- Single points of failure
- Reactive troubleshooting
- Cost-focused dispatch decisions
- Lack of local authority

Key Lessons

Every pain point is also an opportunity for improvement.

- Redundancy Must Be Maintained

Second, third, or fourth internet connections are not effective if not correctly implemented and maintained.

- Local Experts Matter

The local staff are not IT experts. Allow them to focus on their operation and retain the experts in a partnership to resolve any technical issues.

- Down Time is More Expensive Than Upgrades

Often times a decision to furlough upgrades and maintenance leads to a larger financial impact than the original upgrade investment.

- Local Authority

On both occasions the on site leaders were not authorized to make any decisions to bring their location online. Enable your local leadership to make those decisions, they are on the frontline and know that operation the best.

Conclusion

Connectivity failures are business failures. Proactive planning and qualified support reduce risk, cost, and stress long before outages occur. These small preventative ideas can make or break your business success.

If your business relies on connectivity, Granite Ridge IT helps reduce risk through proactive monitoring, redundancy design, and qualified local support.