

# Protein Bar Creator Saves Big By Going to The Cloud

When your protein bars are as excellent as Detour, you'd better have the IT behind you to back them.



The surge of health-conscious consumerism has skyrocketed the demand for healthy, high-quality protein bars in recent years. As of 2016, the protein bar industry was valued at an astonishing \$837<sup>1</sup> million globally and is expected to continue expanding to match growing consumer demands.

One of the manufacturers filling this demand is **Detour**. Founded in 2002, the company has set itself apart from their competitors through its steadfast conviction to producing bars of high-nutritional value that also taste great.

Today, Detour offers a selection of whey-based protein goods aimed at promoting physical performance while also delighting their consumer's taste buds.



## Going Remote and Completely Virtual

Back in their early days, Detour was based in San Diego. Following a restructuring in 2006, the company shifted its manufacturing to a facility in Reno, Nevada. The move also meant moving the company's IT servers to its new headquarters.

While several employees relocated to Reno, the company's Senior Director of Infrastructure, Rick Goff and its IT personnel remained in San Diego. Suddenly a virtual-based company, Detour needed a solution that would help their displaced team maintain the efficiency of their operations and communication.



"We had to work remotely, practically overnight, and needed an immediate solution to keep our business running."

- Rick Goff, Senior Director of Infrastructure, Detour

<sup>1</sup> <https://www.mordorintelligence.com/industry-reports/protein-bar-market>

That's when Rick turned to CIO Systems for help. Well known to Detour's leadership, CIO Systems was initially brought on to help the company transition their IT operations to a remote set-up.

The team at CIO Systems acted as Detour's temporary network administration team. What followed was that CIO Systems impressed Detour consistently with their robust technical knowledge, attention to detail, and committed customer service.

It wasn't long after that Detour signed CIO Systems on as their full-time IT and cloud provider.

Overseeing all of Detour's IT operations, CIO Systems manages the company's:

 Microsoft SQL Servers

 Email and file services

 Data Security

 ERP system

 Remote connectivity

 Back-up

#### Solutions-at-a-glance:

- Desktop-As-A-Service, Windows desktops, all on subscription with Microsoft Office
- MS SQL Server based Exact MAX and Great Plains. This eliminated their entire in-house IT cost.
- Cloud-based phone system - CIO Systems updated on old and traditional PBX phone system to the cloud, using Panterra Networks Streams VOIP system.
- Always available email - Detour's email is a private Cloud based Microsoft Exchange Installation. CIO Systems provides Detour with Cisco AnyConnect VPN on any device with reliable and verified backups.

## Cutting Costs and Improving Performance with the Cloud

Following CIO Systems' recommendations, Detour eventually transitioned its entire server set-up from a physical on-site model to a cloud-based solution collocated with CIO's network operations center in Santa Clara, California. The shift to the cloud meant huge savings as the company would no longer need to regularly replace or maintain expensive server hardware.

It was a fully customized, integrated and "always-on" cloud business solution.



"Going to the cloud was a huge win for us as it meant our team could communicate as normal while cutting out the huge cost of keeping our hardware in-house," **Goff said.**

## Hassle Free IT

Besides enormous cost savings, working with CIO Systems has helped the company eliminate their IT worries. Today, CIO Systems carries out Detour's IT services virtually and reliably. For Goff and his team, knowing that CIO Systems is always monitoring their IT has allowed the company to remain focused on building their business.

"CIO Systems just takes care of our IT so completely that we can remain focused on creating a high-quality product for our customers," Goff said.

To see how CIO Systems of Silicon Valley can help streamline your IT, please contact us today.

TOLL FREE: 1-888-890-1866

FAX: 408-331-6923

TEL: 408-852-7954

EMAIL: [info@ciosystems.com](mailto:info@ciosystems.com)

**cio**systems  
of silicon valley