



Databank IMX Secures New Markets with Private IP

Databank IMX increases network and data security, streamlines operations, and improves market position with technology upgrade from Verizon Business.

Company Background and Industry

Record keeping and information management can be a complex and challenging task for many businesses. In today's fast-paced and ever-changing business environment, organizations are faced with many challenges relating to how to deal with documents. No longer is a document just a piece of paper. It may have been created digitally or scanned from paper or microfilm.

When companies seek help, they turn to service providers of imaging and information solutions such as DataBank IMX. The company provides services, technologies, tools, and methods to capture, manage, store, preserve, and deliver information for their clients securely. The company's services include imaging solutions that range from the latest digital document conversion, microfilm conversion, and data entry, to online document management and records storage. DataBank IMX primarily serves customers in financial services, health care, manufacturing, education, and government.

Key Business Challenges

Secure data storage and retrieval are key customer requirements, driven in part by regulations such as HIPAA, PCI, and Sarbanes-Oxley. Databank IMX's previous communications supplier was using an IP VPN with IPSec tunneling, but they lacked the ability to segregate and prioritize traffic, which was needed to meet the security needs of some customers.

Customers with high security needs are also interested in or require SAS 70 (Statement on Auditing Standards No. 70) Type II certification of their document management providers. The certification defines the standards required, and includes an independent auditor assessment of the internal controls of a service provider. Without network improvements, the company had little chance of receiving SAS 70 Type II recognition. "We went through a readiness review, and 90 percent of the changes needed were security-related," says DataBank IMX CIO Chad VanNorman.

In addition, standardization across multiple national locations was required. "We had this hodgepodge in our nine locations, nine firewalls, different configurations, etcetera" says VanNorman. The situation hampered business goals from efficient internal processes to audit certification. "We needed a world-class solution for our client's information," says the CIO.

The Solution

DataBank IMX sought a comprehensive solution that could address business issues across the board. And with Verizon Business, VanNorman found a company able to provide all the pieces to the puzzle. The comprehensive Verizon Business solution includes Private IP (a Layer 3 virtual private network), WAN Management, Managed Firewall, Data Center Colocation, Hosted IP Centrex, and Site Services.

Databank IMX National Document Management Company

Beltsville, Maryland

Challenge

- Achieve market differentiation with SAS70 Type II certification
- Increase sales through hardened network security
- Realize internal business process efficiency

Solution

- Private IP
- Managed WAN
- Managed Firewall
- Data Center Colocation
- Hosted IP Centrex
- Site Services

Business Value

- **Connect.** IT standardization supports more efficient operations
- **Optimize.** New market opportunities due to security of Private IP virtual private network
- **Grow.** Ability to expand due to contract with multi-faceted provider
- **Innovate.** IP network supports new solutions such as VoIP and video



Verizon Business consolidated data warehousing at its data center in Philadelphia for more efficient data storage and retrieval. Now, applications such as optical character recognition (OCR) software can be centrally deployed and used by multiple locations, allowing Databank to control software standards and licensing costs.

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CHAD VAN NORMAN, DATABANK IMX CIO

With WAN Management and Managed Firewall, the Private IP network is more than just secure and efficient; it’s also managed by Verizon Business’s team of experts who work closely with Databank IMX’s CIO. This leaves VanNorman free to concentrate on support for business goals instead of day-to-day operational details. And when major physical changes occur due to business growth, Site Services will handle site prep work, including wiring and installation.

Hosted IP Centrex adds a final layer of functionality to the solution, delivering voice service with a full suite of subscriber and administrative features over the IP network.

Why Verizon Business?

Databank IMX was looking for a company with a broad portfolio, depth of experience, and long-term commitment to the future of communications. Verizon Business has the technology and expertise to provide a comprehensive solution that spans networks, WAN management, security, hosting, IP applications, and site services.

“It was very important to match with a partner with a national footprint that is present in all markets,” says VanNorman. “If there is a problem, I have one company to go to.” And he says a single billing source helps streamline management.

Results and Next Steps

With one provider for network transport, WAN management, and security, Databank IMX has both strengthened and simplified its vital IT environment. “We’ve not only limited the devices that need to be managed, but also those managing them are people who do it for a living,” says VanNorman.

Now, the company can increase its focus on what it does best, and leverage Verizon Business for its expertise. “We don’t have to train on network products, for example. We have no interest in doing that,” says VanNorman. “We say, ‘you are good at it, you do it.’ Our job is to deliver world-class document management solutions which delight our clients.”

Databank IMX now has the secure network it needs to service its customers, many of which require private data transport between Databank IMX and their location.

The company has one network connecting all their locations. VanNorman says standardization across the organization will create more efficient operations and better services for Databank IMX customers. “We will do the same thing in every facility, using the same network infrastructure to communicate and provide a platform that is private and secure,” he says.

For example, by connecting with the data center over Private IP, Databank IMX can distribute applications across multiple facilities. “By maximizing the use of our assets and our people, and we can deliver on a major project for our clients with improved turnaround,” says VanNorman.

And by using Concord eHealth and its reporting functionality, the CIO can not only see what’s going on with the network, he can also plan according to immediate and long-term needs. For example, he can look at the correlation between customers and bandwidth and he can ramp up and dial down bandwidth as needed.



The multi-protocol label switching (MPLS) technology inherent in the network integrates performance and traffic management capabilities, including Enhanced Traffic Management (ETM). VanNorman can:

- prioritize traffic and assign classes of service
- load balance between sites
- connect new facilities to the network quickly

The network control and flexibility help make DataBank IMX more competitive through responsiveness to market changes.

The upgrade has reverberated throughout the organization, positively affecting business processes, IT efficiency, and even marketing. In fact, with a SAS 70 Type II certification, the company can claim a significant market differentiator.

VanNorman has also considered the network's ability to handle voice over IP and video services. Those deployments are still in the future, but it's all part of the path to growth that DataBank IMX has opened up with its network support of creative business solutions.

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About Verizon Business

Verizon Business, a unit of Verizon Communications (NYSE: VZ), is a leading provider of advanced communications and information technology (IT) solutions to large-business and government customers worldwide. Combining unsurpassed global network reach with advanced communications, security, and other professional service capabilities, Verizon Business delivers innovative and seamless business solutions to customers around the world.

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