



## When a Consultant Needs a Consultant: A Case Study

*How Carson Integrated Has Benefitted from Working with Quercus IT*

### Meet Carson Integrated:

Whenever a new pipeline, gravel pit, well site, or forestry project is to go up on public land, it needs to be approved before work can begin... and that's where Carson Integrated comes in. Currently located in the 104th St. warehouse district in Edmonton, the forestry and environmental consulting company's team of 40 works with various clients to assist them with getting projects of all sizes approved around Alberta, as they have done since 2006.

In order to do so, a lot of technology is required—to the point where without it, Carson Integrated simply would not be able to function.



### Technology Plays a Central Role in Carson Integrated's Services

For instance, in order to properly and accurately fulfill their services, Carson Integrated relies on Geographic Information Systems—GIS—quite heavily. GIS enables Carson Integrated to capture and utilize information about the environment where a project is being proposed, which makes it critically important to Carson Integrated's processes... many of which center around fieldwork, assisted by Starlink technology.

While out in the field, the team at Carson Integrated needs the technology that will allow them to complete their objectives, while also allowing them to sync the data they collect in the field with the infrastructure in the office. This need for constant communication means that they need a persistent connection to the Internet, wherever they go.

This makes it crucial that Carson Integrated has the technology that can fulfill these needs... something that wasn't always the case.

### Carson Integrated's Use of GIS Means They Have Significant IT Needs

The geospatial mapping services that Carson Integrated offers require a lot of the workstations that these processes are carried out on, with significant data storage needs and the need for matching processing speeds—something that a virtual private network couldn't support. This meant that the majority of their team needed to be in-office to work productively, utilizing the pricey workstations that the consulting company relied upon.

In addition, Carson Integrated lacked any dedicated IT personnel, and so those team members who specialize in GIS technology are seen as the relative technology experts on the team. Therefore, it was traditional for their most junior GIS specialist to act as their IT department, which not only meant that a huge amount of time was spent trying to fix issues, but that no lasting fixes or procedures were ever developed. Ultimately, this meant that the business was inherently held back from its potential.

However, Carson Integrated had a professional relationship with a sales consultant, and that sales consultant connected them to an IT company that could help: **Quercus IT**.

## Quercus IT Was Quick to Adjust Carson Integrated's Technology for the Better

The biggest challenge that Carson Integrated faced really boiled down to the needs that their GIS tools demanded of their technology, and the costs that this imposed on them through their hardware needs. In order to resolve this, Quercus IT implemented a virtualized desktop solution through VMware Horizon, featuring 120 terabytes of ultra-fast NVME storage. And yes, it is backed up, locally and in the cloud!

## These Adjustments Resulted in Significant (and Ongoing) Benefits

The hardware requirements that were once placed on their workstations were lessened, meaning that they no longer needed to invest in and support the high caliber of hardware that they once did. Workstations could be more affordable, allowing more to be invested in their underlying infrastructure's adaptations.

*"We regularly track the reactive hours per employee per month—the amount of hours where their IT isn't working as intended and then causing them a decline in productivity or efficiency. That metric has been going down steadily over time. We're at a really good level right now, better than we've ever been."*

-Lorne Carson, Owner and CEO of Carson Integrated

In addition to these adjustments, Quercus IT has continued to assist Carson Integrated with both their in-the-moment IT needs, as well as helping them develop the systems needed to avoid the recurrence of these issues. As a result, Carson Integrated has seen consistent years of decreasing IT hurdles. Quercus IT has also helped the company design an IT infrastructure with a plan for future growth, helping them to make the right investments as they pursue this goal during their regular strategic meetings.

## Carson Integrated is Now an Advocate for Quercus IT's Services

With their support needs and issues measurably decreasing over the years, the leadership at Carson Integrated is more than satisfied with the results that Quercus IT allows them to enjoy. On top of the more consistent and cost-effective technologies, their relationship with Quercus has helped them boost their own clients' satisfaction with prompt service and gives them the peace of mind that they are secured against the attacks that fill the news cycle.

Carson Integrated's owner and Chief Executive Officer Lorne Carson is quite pleased with the services his company receives, describing them as "a breath of fresh air." He is so pleased, in fact, that he is more than willing to speak to potential clients of Quercus IT to help bring them into the fold.