



**“When we have a technology issue or question, we always call Möbius Partners first. They always come through with answers or point us in the right direction.”**

**Steve Maggard, Vice President, Information Systems, Majors Education Solutions**



## **Möbius Partners Demonstrates Value for Long-Time Customer When Time is of the Essence**

### **History**

Dr. John A. Majors founded the J.A. Majors Company in 1909, traveling by horse and buggy to sell medical books to rural doctors. Eventually acquired by Baker & Taylor, the company is now known as Majors Education Solutions (Majors) and is a leading distributor of books for higher education. Since its founding, Majors has built a reputation founded on integrity, great relationships with publishers as well as customers, and Dr. Majors' "Golden Rule" philosophy of service: Treat others the way you would like to be treated. Majors shares that philosophy with one of its longtime business partners - IT solutions provider Möbius Partners.

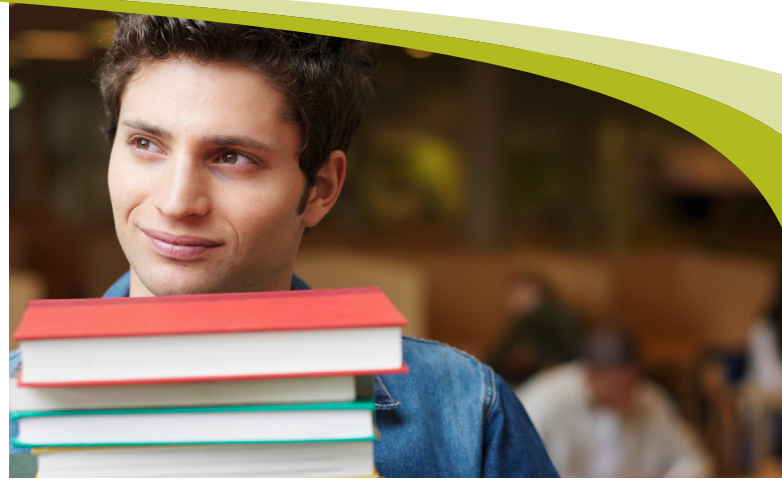
Transitioning into its second century in business, Majors easily moved into the digital arena as part of its strategy for success. In addition to its traditional book distribution outlets, the company has a massive online presence - offering title search and ordering capabilities via dynamic Web technology, as well as web hosting solutions for bookstore customers looking to extend their reach beyond student populations into school administrations, faculty, alumni and students' families.



**“We got a call from Majors with their new application requirements and we knew we had to get to work. HP’s SD2 had just been released and the scalability seemed to be a fit for Majors. While I had been prepped on the technology before release as part of the HP UNIX Ambassador program, this would be one of the first SD2 solutions in the Dallas area.**

**On top of this, Majors wanted to install the SD2 in a third party rack at their colocation facility. HP was able ensure the proper clearances and build custom brackets that enabled the SD2 to be installed in the third party rack - and we did all of this in just three weeks. It was a true team effort.” - Dwane Ballard, Senior Solutions Architect, Möbius Partners**

“Majors’ IT team is very nimble, not your typical corporate environment. They have a reputation internally for successfully completing projects on time and under budget. We wanted to do everything we could to support this big task in front of them, especially as the project evolved and changed.” – Dwane Ballard, Senior Solutions Architect, Möbius Partners



## Opportunity

Majors’ management saw an opportunity to further expand its online offering via its partnership with Blio, the world’s most advanced, flexible and engaging e-reader software application. Built on state-of-the-art video gaming technology, this 3D, interactive application brings e-books to life. But Majors needed the infrastructure to be able to handle the increasing amount of web traffic they anticipated as a result of the Blio application – and turned to their trusted IT advisor, Möbius Partners, for a solution.

As Majors started to develop the website to support the e-reader, they realized their rp7420 server wasn’t hefty enough to carry the load they were expecting. They called Möbius Partners, who immediately began helping Majors architect a new solution. Möbius Partners understood how ICAP and GiCAP worked, and Majors purchased two of HP’s rx8640 Integrity servers, which they believed would be an excellent solution. It was – but as they developed the websites, the idea came to build an e-commerce app into the e-reader and as a result, they needed to change the code for the websites. With these new requirements, they began getting nervous about how the new technology would withstand the traffic they were now expecting.

Once again Majors turned to Möbius Partners for an efficient, cost-effective solution based on the project’s new requirements. HP’s SuperDome 2 (SD2) had just been released and appeared to be the right solution. A mid-range system with the growth capabilities Majors

so desperately needed, Majors knew they could handle a lot of growth with an SD2. And equally importantly – Möbius Partners was able to get the SD2 quickly because of their close working relationship with HP.

## Value-Add

“We informed Möbius Partners we needed to load the SD2 into a rack at our third party colo space, which had never been done before. But leave it to Möbius Partners – they found a solution quickly. Our dedicated Solutions Architect went to the colo facility and measured the racks, working with HP to create a custom fit for the SD2. This didn’t surprise us because Möbius Partners has gone to bat for us on numerous occasions. They are always looking for and delivering creative solutions to make things happen,” said Steve Maggard, VP, Information Systems, Majors Education Solutions.

## Follow-Up

The SD2 solution has been in place for several months now and continues to meet all of Majors’ expectations. And even though they are moving quickly, they haven’t forgotten the standard business processes which make a well-run IT organization. Majors is in the process of deploying a second SD2 solution as a production failover which will allow existing equipment to be deployed as a Disaster Recovery solution. Once again, Möbius Partners has been there to help Majors engineer the optimal solution and provide technical services to ensure a smooth migration.