



SUNGARD

MITCHELL 1

Customer
Success
Story

SUNGARD AVAILABILITY SERVICES KEEPS MITCHELL 1 ON ROAD TO DELIVERING CUSTOMER SATISFACTION

CHALLENGE:

Mitchell 1 provides repair information to automotive professionals with a promise to deliver 24/7 availability of its on-demand web-based solutions. The company needs to maximize IT systems reliability to remain nimble in addressing the diverse needs and constant demands of 87,000 automotive aftermarket repair customers across the United States.

SUNGARD SOLUTION:

Mitchell 1 utilizes colocation services from SunGard Availability Services to increase system uptime and data availability on a real-time basis. The dual data center approach gives Mitchell 1 the confidence it can deliver on a 99.999% availability service level agreement commitment to customers. Mitchell 1 also relies on SunGard Recovery Services to provide a disaster recovery and Workforce Continuity Services solution for its internal business systems not supported with colocation.



“SunGard provides us both colocation and recovery systems – a powerful combination from one provider in helping us maintain operations and service levels for our customers.”

Mark Zecca,
senior director of
information technology for
Mitchell 1

Mitchell 1 began its business with the simple idea that people needed information to fix cars, and for 90 years, the company has been a market leader. Today, the trademark Mitchell Manuals have given way to a family of software solutions that are recognized as the standard for information to service and repair nearly every domestic and import car and light truck on the road.

As automobiles have become more technically complex, the information needed to support aftermarket repair operations has grown exponentially. Mitchell 1 provides repair technicians with the fast access they need to accurate factory specifications and procedures, computer diagnostics, electrical wiring diagrams and detailed illustrations to help them fix vehicles. It also provides solutions for repair shop management and customer loyalty program management.

Delivering these on-demand solutions with the commitment that they will always be accessible requires a highly reliable data center environment. According to Mark Zecca, senior director of information technology for Mitchell 1, “Our IT department solely exists to support the business and we need to provide production capabilities that deliver again and again and again – so our company can make good on our promises to customers every day.”

To build reliability into data center operations, the company utilizes SunGard Colocation Services – replicating to a duplicate working system located at a SunGard data center in Arizona. Both systems operate in the same way and at the same production levels, enabling Mitchell 1 to achieve five-nines availability.

NO BEACH TIME SYSTEMS

This systems consistency has enabled Mitchell 1 to utilize SunGard Colocation Services with an approach Mr. Zecca calls “no beach time” – meaning nothing is idle and every piece of equipment is being used to handle customer information requests. The Mitchell 1 data center and SunGard data center run independently but synchronously. Live customer queries are parsed between the two data centers based on real-time system workload with no delay, no matter where they go – maximizing customer response time.

SunGard Colocation Services also play a critical role in Mitchell 1’s disaster preparedness. An important factor in Mitchell 1’s decision in selecting SunGard was its ability to provide a secondary facility and systems both short-term and long-term. “Should we ever need to shut our Poway data

“SunGard Colocation Services enable us to achieve the data center reliability our business needs to support constant customer demands 24 hours a day.”

Mark Zecca, senior director of information technology for Mitchell 1

center because of a wildfire or earthquake, we could make the switch to running our solutions completely from SunGard. Customers would not notice any difference in our Web site or service levels – whether it was days, weeks or months,” said Mr. Zecca.

In addition to colocation services, SunGard provides systems recovery services from its Arizona facility for Mitchell 1 internal business systems, including financials and human resources. Mitchell 1 finds it reassuring its colocation systems are physically located just inches from its disaster recovery systems. In addition, if its call center went down, Mitchell 1 personnel could utilize SunGard Workforce Continuity services at the SunGard facility to restore customer service operations.

According to Mr. Zecca, a key decision factor was SunGard had no gaps when it came to provisioning capabilities that correspond with Mitchell 1’s major data center components, including software applications, operating systems, hardware, networks and databases. Mitchell 1 is a Microsoft Windows IT shop and SunGard was able to match its IT environment for disaster recovery services.

SOLUTION BENEFITS

Providing the information and management tools that automotive repair shops need to be successful is the business of Mitchell 1. SunGard plays a central role in ensuring Mitchell 1 has its information systems up and running to deliver real-time solutions that respond to the needs of its more than 80,000 customers.

“Our business has evolved from a heritage of selling books to being a real-time provider of web-based information that customers depend on to run their shops. SunGard helps us connect information technology to our business, which enables us to maintain our position as market leader,” said Mr. Zecca.

About SunGard Availability Services

SunGard Availability Services provides disaster recovery, managed IT, information availability consulting services, business continuity management software to over 10,000 customers in North America and Europe.

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