Dirty Water and IBM: Teamwork pays off.

Cutting-edge communications, from the ground up
Dirty Water Integrated—a hot new technology branding and marketing services company—opened its New York City doors in the spring of 2000 with high-tech venture funding and a host of clients. Accompanying the opening was an innovative strategy for providing integrated advertising, direct programs, Web site development and public relations services to the marketplace. What was missing? An internal IT network infrastructure on which to build the soon-to-be booming business.

While Dirty Water employees depended on their own cell phones for business calls when the company first started, Anthony Posa, Dirty Water’s CIO, was researching, selecting and preparing to implement a leading-edge telecommunications solution. Following Posa’s lead, Dirty Water engaged IBM Global Services to assist in end-to-end deployment of Cisco Systems Inc., Architecture for Voice, Video and Integrated Data (AVVID)—the very latest in converged network functionality. “Cisco had the technology,” says Posa, “and IBM had the expertise—people working day in, day out with the technology. That looked like a win-win scenario to me.”

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<tr>
<th>Challenge</th>
<th>Develop and implement a state-of-the-art network infrastructure</th>
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<td>Solution</td>
<td>AVVID solution from Cisco Systems, leveraging IBM e-business consultation, design, installation and integration</td>
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<tr>
<td>Benefit</td>
<td>Highly scalable and flexible system helps reduce total cost of operations by delivering voice, video and data technology via a single line</td>
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“This is technology that works for you. It goes beyond the cool factor—saving money and showing our clients that our IT environment supports our business vision.”

—Anthony Posa, CIO, Dirty Water Integrated

Enabled growth: Rapidly realizing the value of investment

Although undertaking such a progressive and comprehensive telecommunications initiative was no small feat—Posa calls it a “calculated risk”—Dirty Water quickly realized broad-based benefits and a full return on its investment. The AVVID system utilizes one line for voice, video and data…a simple, sturdy, OSHA-approved design, internal power, and fully scalable opportunities for video conferencing, laptop-based “soft phone” functionality, wide area network (WAN) expansions, and more. All this, while promoting cost reductions in everything from electricity and maintenance to data lines and end-user training.

“This is technology that works for you,” raves Posa. “It goes beyond the cool factor—saving money and showing our clients that our IT environment supports our business vision. This technology lends strength to all sections of our company.” In fact, in less than a year, Dirty Water has grown well beyond its original business plan, and is looking at substantial expansion—something its e-business network infrastructure allows for and can easily enable.

IBM Global Services was responsible for helping to design and, ultimately, certify the architecture; implementing and deploying the required switches, routers, servers, cabling and telephony devices; and following through with redundancies, upgrades and overall network consultation.

On a more subtle level, IBM provided Dirty Water with an underlying level of confidence. Says Posa of the implementation, “I didn’t want to just ‘get it over with.’ This is an investment in our company’s future. It is the big brick amongst many bricks that will be fully utilized and will grow with us. IBM had the people and technological expertise ready to make it happen. Its offering was impressive, and gave me confidence that we are building a strong network infrastructure, an infrastructure that can provide real business benefits, from the start.”

For more information

To learn more about IBM Global Services and IBM Integrated Technology Services, contact your IBM sales representative or visit:

ibm.com/services

To learn more about Dirty Water, visit: www.dwintegrated.com