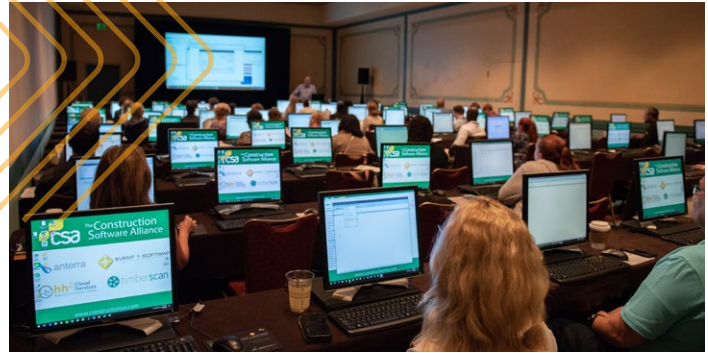




SMARTSOURCE

TUG NATIONAL CONFERENCE

IT Solutions – A Collaboration
Success



BACKGROUND

TUG (The User Group) has partnered with SmartSource to produce general sessions and breakout rooms at national and regional conferences since 2003. Their annual TUG National Users Conference is the largest conference of its kind in the country where users of all levels of Sage 300 Construction and Real Estate, Sage 100 Contractor, and Sage Estimating software meet to network and share knowledge, ideas, and experiences.

CHALLENGE

During a four-day event, an intensive schedule needed to include 19 concurrent breakout sessions – nine of which were hands-on labs wherein as many as 780 computer stations had to be set up for users to actively participate in training and product walk-throughs.

Due to the hands-on nature of TUG's training sessions, each attendee must be seated at a computer that is fully imaged before the event in order to participate in an experiential overview of the software. This is an equipment-heavy setup with a complex set of requirements, one of which is the challenge to deliver power and networking to hundreds of computer stations. The setup is labor intensive, and TUG does not have the staff or time needed to manage the whole process internally.

SOLUTION

Through a collaboration between SmartSource project managers and TUG management, a seamless process was developed. SmartSource works behind the scenes to ensure all computer imaging software is uploaded to each machine and tested before each event. SmartSource helps produce the general sessions and provides all of the breakout computer equipment, ensuring smooth installation, networking, and operation at the event locations.

TUG's national and regional conferences have been a resounding success year after year. In addition to the back-end planning and development, SmartSource provided a mix of technology, including projection, lighting, and scenic.

The long-standing relationship between TUG and SmartSource has been solidified through trusted expertise and top-notch customer service. TUG's event planners value their SmartSource project manager's speedy response rate and comprehensive knowledge of their complex event requirements, both from a budget and technology perspective. Over the years, TUG has done its due diligence to perform cost comparisons with other vendors. Not only have they found SmartSource's pricing to be competitive, but they have also found that its commitment to providing world-class service and support while delivering cutting-edge, integrated technology solutions has remained unparalleled.

"Any vendor can provide a piece of equipment. But when you require a true partner with the expertise to fully understand and carry out detailed, complex setups, that's where SmartSource excels."

– Don Bannister, TUG President