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# TECHNOLOGY FOR THE 21ST CENTURY

An IT Overhaul Case Study

## INTRODUCTION

Since 1889, The Toledo Club has offered members of the community an elegant and unique place to gather for social and business functions. As one of the premier private clubs in the nation, the Toledo Club dedicates itself to providing members with opportunities to expand their business and social circles through various physical and digital outlets. This commitment requires up-to-date communications systems and technical support from an IT partner with extensive knowledge and expertise.

### OVERVIEW

**Company:**

The Toledo Club

**Challenge:**

Outdated Technology

**Solution:**

21st-century Technology Solutions

**Results:**

"They've helped us help ourselves."

When General Manager Roger Parker first arrived at the Toledo Club, he was taken aback at the antiquated state of the company's technology. Outdated servers, faulty routers, and a total lack of social media had kept this business in the pre-Y2K stage. Everything needed an upgrade – hardware, software and digital media were all lacking, creating a situation where the Toledo Club was missing a competitive edge.

Parker knew that in order to accomplish his business goals, he'd need an IT partner who could meet his business where it was and usher it into the 21st century. Luckily, he had worked with Affinity IT Group in the past and was well aware of just how talented the team of technical experts at Affinity are.

## CHALLENGE: OUTDATED TECHNOLOGY

"My club is all about communications. And, when I came to the club, I was shocked by the condition of our systems. From hardware, to software, to routers, to non-existent social media platforms...it was just astonishing."

The Toledo Club needed help. Its rich history and elegant offerings were outpacing the state of its technology. Knowing that remaining a club dedicated to providing members networking and social opportunities would demand an overhaul for the Club's technology, Roger Park called the team of experts he could trust. He called Affinity IT Group.

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## SOLUTION: 21ST-CENTURY TECHNOLOGY SOLUTIONS

"When I came in here, we had commercial - grade routers. We had a rat's nest of a server station with an antique server. Half our hardware wasn't working, and our software wasn't up-to-date. There were problems, daily."

When Affinity arrived on the scene, they brought with them a continuum of services designed to meet each of the Toledo Club's needs. From the initial assessment of business goals and the evaluation of current technology, to strategizing solutions designed to best integrate into the Toledo Club

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mold, and finally applying each solution and the technology upgrades, the team at Affinity remained available, transparent and supportive.

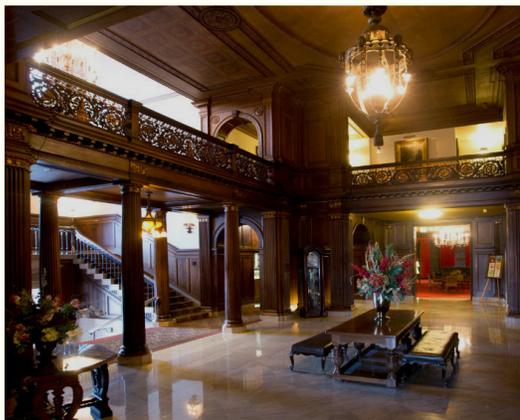
The Toledo Club GM, Roger Parker, says he is continually impressed at the level of support he receives from Affinity. "When I call, they answer." Knowing the needs of clients and the importance of timely support is crucial to maintaining not only effective 21st-century technology but also customer relations.

"Over the last 3 years, I can't tell you how thankful we are for Affinity IT Group. They've helped us help ourselves. They've brought us into the 2000s."

## RESULTS: "THEY HELPED US HELP OURSELVES."

"It's been a partnership. The group has been as passionate about making sure we have the necessary technology for our staff and members as we are. It's been a great experience."

Working with Affinity IT Group allowed the Toledo Club the ability to offer its members more services, support and opportunities to develop as members of the community and as business professionals. With streamlined communications and up-to-date technology, the Club maintains its status as one of the greatest clubs in the nation.



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## AFFINITY IT GROUP CAN TRANSFORM YOUR BUSINESS

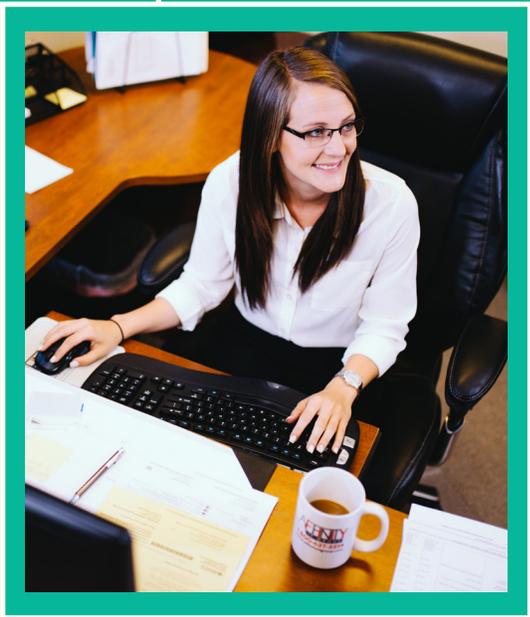
**"I'd recommend Affinity to any business. It's an easy process. Just call 'em!"**

- Roger Parker, GM, Toledo Club

It's time to revitalize your technology and create opportunities for your business to excel through innovative IT solutions paired with responsive support. Affinity IT Group offers a variety of services designed to meet not only your business needs but also your goals for the future.

- **Experience and support.** We've been doing this for a long time, and we're pretty good at it.
- **Pain free process.** We know technology can be a nightmare for many. We love technology, and you'll love the results.
- **You have a true partner.** Affinity IT Group looks out for your best interests, providing the tools and business acumen to succeed in this highly competitive industry.

**Contact Affinity IT Group today to transform your technology.**



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