

smartstories

With help from a member of the Ingram Micro Services Network, authors are reaching out to fans around the world.



Conceived by author Margaret Atwood and developed by Canadian company Unotchit, LongPen Technology allows celebrities to remotely interact with and sign autographs for fans. But after its debut in April 2006, LongPen fell short of realizing its full potential due to technical complications.

Unotchit sought to overcome these challenges with the help of an expert IT solution provider, Toronto-based GenX Solutions. GenX quickly designed a new communication infrastructure, based entirely on Cisco networking hardware that permits communication between a broadcast point and a receiving kiosk and allows LongPen to function seamlessly.

However, because of LongPen's technological complexity, infrastructure was only half of the solution. For optimal success, LongPen events may require technical experts to provide on-site management for both the broadcast point and receiver kiosk. But since these events can take place anywhere in the world, finding qualified and experienced technicians could have been a problem.

Fortunately, GenX is part of the Ingram Micro Services Network (IMSN), an organization of more than 10,000 certified IT services professionals who work together to provide IT service and support for customers in all 50 United States, Puerto Rico and Canada. As GenX learned, the network is also

helpful for identifying technical resources in other areas around the world.

"When LongPen needs a kiosk installation or has an interested remote user, the event's location is simply not a barrier. They just tell us where the event will be held, and we'll make sure the technicians are there," explains Martin Warren, vice president of sales for GenX.

"The IMSN has enabled us to increase our service availability, while allowing LongPen to realize the geographical expansion that otherwise might not have been possible."



GenX Solutions

Toronto

Market Segment

Retail

Challenge

Solve technical and logistics issues that inhibited the use of LongPen, a revolutionary long-distance pen-and-ink technology.

Solution

Combine Cisco-based infrastructure with technical resources available through the Ingram Micro Services Network (IMSN).

Customer Benefit

LongPen has grown into a viable and cost-effective solution that enables authors and other celebrities to interact with fans in places too costly to physically visit.