



## Windows Vista Customer Solution Case Study



**Customer:** Soup Kitchen International, SoupMan

**Web Site:** [www.originalsoupman.com](http://www.originalsoupman.com)

**Customer Size:** 8 PCs

**Country or Region:** U.S. Northeast

**Industry:** Manufacturing, Retail

**Partner:** eMazzanti Technologies

**Partner Web Site:** [www.eMazzanti.net](http://www.eMazzanti.net)

### Customer Profile:

Soup Kitchen International manufacturers, distributes and franchises gourmet soups throughout the U.S. under the brand name The Original SoupMan.

### Software and Services:

- Microsoft Windows Vista Ultimate
- Microsoft Office 2007 Professional
- Microsoft Small Business Server 2003
- Microsoft Windows Server 2003 R2
- Microsoft Windows Server 2008 Terminal Services



For more information about other Microsoft customer successes, please visit: [www.windowsvistaexperience.com](http://www.windowsvistaexperience.com)

## Soup Company Increases Recipe for Success with Windows Vista

*“Being technologically agile means we have the resources to move with the market. Windows Vista is part of the mix that makes that possible.”*

*Robert Bertrand, President & CEO, Soup Kitchen International*

*With a comedic link to a TV show and the famous “Soup Nazi”, Soup Kitchen International concentrates its efforts delivering customers lines rather than laugh lines. The company wanted technology solutions which provided growth and agility so it could respond to new marketing and franchise opportunities. With the IT expertise of eMazzanti Technologies, the company re-built its user network around several Windows Server products and Windows Vista.*

### Business Needs

Founded in 1984, legendary soup man, Al Yeganeh, set a standard for delicious, world-renowned soups at his New York City restaurant, *Soup Kitchen International*. Now with the launch of The Original SoupMan restaurants and his new retail line of premium, “heat-n-serve” soups, Al and his team is giving the world the opportunity to experience soup as it was meant to be. To bring these gourmet soups to appreciative consumers everywhere, Yeganeh has teamed up with franchise and food retail specialists.

One of the basic business needs Soup Kitchen International had regarding new

software was its compatibility with existing line-of-business programs such as its CRM and accounting software. Pre-deployment compatibility testing was a must.

Another “must” is protecting data. Of course, secret recipes aren’t found on an executive’s hard drive but protecting network and computer resources from prying eyes, especially when connected to the Internet is critical.

Adopting the right technology is critical as well. Technology impacts the overall agility of the company with regard to adapting to market opportunities and the general



workflow of the soup company. Technology must advance the business, not get in its way.

## Solution

### Taste-Testing the Solution

At the base of Soup Kitchen International's solution was comprehensive technology guidance from eMazzanti Technologies. The IT consultants helped the soup company grow by providing consistent and thorough completion of its strategic technology plans. In addition, eMazzanti tested each third-party application on Windows Vista. SKI knew exactly what to expect from the new operating system before it was officially deployed. Other Windows Vista capabilities and features were important as well.

"Overall, Windows Vista helps us get where we want to be," said Will Ciaramello, vice president of operations, Soup Kitchen International. "We rely on it to facilitate business."

### Instant Search

Windows Vista instantly searches file and application names, metadata, and the full text of all files, and it displays the search results organized by the type of asset—Programs; Favorites/Internet History; Files, including documents and media; and Communications, including e-mail, events, tasks, and contacts.

### Windows Aero

Windows Flip 3D uses the dimension of visual depth to give SoupMan users a more comprehensive view of their open windows. Taskbar thumbnail images display the actual contents of both windows that are currently open and those that are minimized in the taskbar.

### Shadow Copy

Shadow Copy automatically creates point-in-time copies of files as users work. The Original

SoupMan users can quickly and easily retrieve versions of a proposal or shipping document that may have accidentally been deleted.

Internet Explorer 7 plus Windows Vista Internet Explorer 7 in combination with Windows Vista offers dynamic security protection to help defend against malicious software and from unintentionally providing personal data to fraudulent websites that use deceptive practices such as phishing.

### BitLocker Drive Encryption

BitLocker prevents a thief who boots another operating system or runs a software hacking tool from breaking Windows Vista file and system protections or performing offline viewing of the files stored on the protected drive. BitLocker provides another layer of security for busy SoupMan executives who travel.

## Benefits

### ■ Faster Consumption of Information

As Vice President of Operations, Will Ciaramello knows what it's like to multitask, handling building plans, package designs, marketing programs and product shipments all at the same time—all within tight deadlines.

"I often have 10-15 files opened at the same time," notes Ciaramello. "Flip 3D and thumbnail images helps me juggle all the documents and get reports done 30 percent faster."

"Email is my main link to franchisees," continues Ciaramello. "But keeping track of correspondence and documents would be a nightmare without Instant Search to find what I need."

### ■ Better Soup Security

Another area of security concern is the safe use of the Internet. Ciaramello goes online daily searching for products and purchasing equipment for new franchisee stores. Here too, Windows Vista plays an important role. "The combination of Windows Vista and IE 7 creates a powerful layer of security against phishing schemes and network attacks," said Ciaramello. "Its automatic protection I don't have to think about, but am glad I have."

Regular travel for key executives is part running a multi-million dollar operation. So is the need for strong computer security.

"BitLocker and Shadow Copy are two Windows Vista features that provide an extra layer of security for Soup Kitchen International," said Carl Mazzanti, president, eMazzanti Technologies. "Data on mobile laptops is protected against loss or theft and previous versions of documents are instantly recoverable."

### ■ Windows Vista, the Right Mix

"Being technologically agile means we have the resources to move with the market," said Robert Bertrand, president & CFO, Soup Kitchen International. "Windows Vista is part of the mix that makes that possible."