



## Windows Vista Customer Solution Case Study



**Customer:** GameWear, Inc.  
**Web Site:** [www.wearthegame.com](http://www.wearthegame.com)  
**Customer Size:** 160 PCs  
**Country or Region:** Southeastern U.S.  
**Industry:** Wholesale, Sports  
**Partner:** eMazzanti Technologies  
**Website:** [www.emazzanti.net](http://www.emazzanti.net)

### Customer Profile

GameWear, Inc., located in Hoboken, New Jersey, markets unique, team-branded sports apparel to sports stadiums, team club stores and various retailers in the United States, Canada, Mexico and Japan.

### Software and Services

- Microsoft Windows Vista Business
- Microsoft Windows Vista Ultimate
- Microsoft Office Professional 2007
- Microsoft Exchange Server 2007



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## Sports Apparel Firm, GameWear, Hits Home Run With Windows Vista

*“With direction from eMazzanti Technologies, Windows Vista increased our overall productivity by 25 percent. We are able to grow at triple digit rates, but our staff is not growing at the same pace.”*

*Frank Cerullo, Chief Executive Officer, GameWear, Inc.*

*Looking to maintain its competitive edge and support infrastructure while experiencing rapid growth, GameWear recently deployed Windows Vista. With the expert aid of eMazzanti Technologies, GameWear applied the powerful new features in Windows Vista to critical business processes, boosting productivity and developing new capabilities for effectively meeting customer needs. GameWear makes authentic sports team-branded apparel and accessories.*

### Business Needs

GameWear's famous bracelets, necklaces, key chains, mp3 player cases, and cell phone cases feature every major league team, over 80 collegiate teams, and many players. Each item is made from the same genuine leather as the ball in play letting fans wear a piece of the game on or off the field. GameWear's unique products are extremely popular with fans nationwide.

After experiencing triple-digit growth, GameWear sought to make adjustments to its software in order to better organize its data, enabling GameWear to perform at the highest level for its customers. “We must continue to focus on every customer, satisfying their needs more rapidly while managing our resources in the most efficient and effective way possible,” said Frank



Cerullo, GameWear's CEO.

Associated with each of GameWear's more than 4,000 items are at least four product images, each with a different purpose. "We have ten different varieties of bracelets for the Phillies. When a customer calls to put a bracelet in their catalog, we have to quickly ID and send over the right photo," said Cerullo.

When a popular event like the World Series comes along, it's critical to be able to access all of the relevant products quickly. "We want to maximize sales opportunities by finding all of the relevant products," said Cerullo.

GameWear is email and report intensive. In addition, each product has seven to ten unused designs. Quickly finding the correct email, report or design when needed is critical.

With extensive travel schedules, GameWear's employees are searching for an effective way to communicate and collaborate in a timely fashion while on the road. "In the new economy, it's not acceptable to let distance diminish quality," said Cerullo.

GameWear wants to eliminate the time and labor the IT staff takes to retrieve accidentally deleted or modified data from a backup.

## Solution

With direction from eMazzanti Technologies, GameWear began deploying Windows Vista in early 2008.

Powerful new search and organization features in Windows Vista help them index their large catalog of product photos for fast, efficient retrieval. As keywords are entered, Instant Search scans across tags, folder names, file names, and captions with fast results. Tags are applied to every product photo for criteria like team, player and city to help organize the many different varieties of products. "It's all in the setup," said Cerullo. "Once we properly tagged our product photos, we could quickly find every product relevant to

the customer, which often leads to an increased order size."

The GameWear staff also uses Instant Search to quickly access email, product designs, and sales reports. "Pick the problem; Instant Search makes it easier to address because you can get all of your information quickly," said Cerullo. "It's naturally at the core of everything."

Every week, GameWear holds collaboration sessions for a variety of crucial business elements using Windows Meeting Space, the new collaboration feature in Windows Vista. Meeting Space is a simple yet powerful tool that enables GameWear executives and designers to work face-to-face even when some are out of the office. "Collaboration is a key part of what we do and Meeting Space is one way of making sure our designs are consistent with our desires," said Cerullo.

Another new feature, Shadow Copy, enables GameWear to go back in time and access files and folders as they were then. Its option to "Restore previous versions" nearly eliminates GameWear's need to restore from backup media and helps them turn around document revisions quickly.

## Benefits

### ■ Productivity Up 25 Percent

"With direction from eMazzanti Technologies, Windows Vista increased our overall productivity by 25 percent," said Cerullo. "We are able to grow at triple digit rates, but our staff is not growing at the same pace."

**Tagging product photos and accessing them instantly with Instant Search saves time and adds value to GameWear's product catalog, helping them increase order size.**

**The fact that we can more effectively categorize images and access them in a way and at a time that's meaningful has been very beneficial," said Cerullo.**

**"Once it's set up properly, it's an exceptionally powerful means by which to communicate with our customers."**

**Instant Search saves GameWear's staff time and prevents waste from lost or misplaced product designs. "Instant Search has added tremendous value to our assets because we are more organized," said Cerullo. "In certain situations it makes employees 20 percent more productive."**

### ■ Improved Collaboration

**With Windows Meeting Space, traveling GameWear executives can see and hear the reactions of meeting participants without getting everyone together. "Having the kind of conversation that requires joint physical presence while apart saves time and money from reduced travel," said Cerullo.**

**Meeting Space allows employees to collaborate more easily and work together more efficiently from separate locations. "Meeting Space gives us the ability to speed up product development and any corporate decision that affects infrastructure. This helps tremendously," said Cerullo.**

### ■ Efficient Use of Resources

**Shadow Copy saves the time needed to restore data from backups. Having previous versions of files readily available also helps GameWear meet tight deadlines.**

**"Pulling up a previous version takes two seconds versus 20 minutes to get the backup media, load it, and restore the file," said Cerullo. "Also, it's so easy to turn around revisions quickly and go back to an earlier design if needed."**