

## CASE STUDY

# CenturyLink Improves Cost, Efficiency for Publishing Software Pioneer Quark



### At a Glance

Quark Software chose CenturyLink to be their managed service provider for data center, voice and data networks. Network performance exceeded Quark's expectations

**Customer:**  
Quark Software Inc.

**Industry:**  
Software

**Challenge:**  
Consolidate networking, data center hosting and long distance with a single global managed services vendor

**Solution:**  
Data center colocation with CenturyLink Dedicated Hosting Services, CenturyLink IQ MPLS networking, CenturyLink Long Distance



Quark Software Inc. is a company with a long history in software publishing. Quark was a pioneer of desktop publishing with QuarkExpress in the 1980s and 90s. Today, Quark helps customers with all their publishing needs, from the desktop to the web.

Just as the forms of publishing have expanded since the 1980s, the ways enterprises buy and use software have changed. Today, many customers buy software as a service (SaaS) and use Quark tools on a web-based platform, which Quark calls dynamic publishing. For customers, dynamic publishing adds flexibility to automate the delivery of accurate, relevant, and attractive communications across multiple types of media, both print and electronic. Content is now published in a wide variety of forms by businesses of every kind and many departments play a role in that production.

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**Mark Lawler** Vice President, IT and Customer Service, Quark

## Challenge

### Fragmented IT Approach Degrades Service

Like many IT organizations, the IT organization led by Lawler has evolved with the business. At Quark, IT is both a support function and a business foundation as customers use Quark's tools and support services over the web and on their premises around the globe. The company operates major facilities in the US, India and Europe that must be linked by data and voice.

As this global model evolved, various pieces of IT infrastructure and services were outsourced using diverse vendors on a regional basis. That piecemeal effort resulted in a fragmented operation. This created cost, coordination and efficiency issues as the company grew their software development and online

delivery around the world. It was difficult to integrate that process with multiple vendors no matter how good they were at their individual data center, WAN or telephony pieces.

Essentially Lawler could not manage his operations as one unit. An outage with one vendor could impact the entire operation even if all the other vendors were up and running smoothly.

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## Solution

### One Vendor with a Global Footprint

Quark combined all its outsourced voice and data arrangements with CenturyLink. The publishing software company now operates a colocation site, managed services and data centers to support Quark's global voice and data networks.

The data centers and Quark facilities are linked with CenturyLink IQ® MPLS Network Solution wide area networking services (WAN) that manage voice and data traffic. CenturyLink also

provides local and long distance telephony services for the company. These services combined serve the whole enterprise and its customers.

Consolidating to one partner offered opportunities to reduce costs through economies of scale. The real test, though, was whether the overall service quality could improve as well.

## Results

### No More Complaints

CenturyLink MPLS® upgraded international bandwidth by 5 to 10 times. That added network performance streamlined transfers of development projects between global facilities. The whole company saw the benefit in improved network performance, reduced outages and higher overall reliability around the world.

“Every organization, even the IT group was affected in a positive way,” Lawler said.

With CenturyLink, Lawler was able to reassign IT staff from system management and support to new projects that created new business value. Lawler also got a surprise from the organization, a pattern of compliments that he said most IT people seldom hear.

“Ask any IT professional how many times somebody tells them the system is working great,” Lawler said. “We are usually in the complaint business.”

But, that has shifted with the new CenturyLink partnership.

“Employees can see a distinct improvement on what we had before,” Lawler said. “It’s making it easier to do their jobs. I have people telling me the network never worked better.”

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## Future Plans

### Hybrid IT Future

Consolidating patchwork approaches onto CenturyLink solutions has proven so successful that Lawler is exploring that approach with other pieces of his infrastructure and IT operations. Lawler hopes to build a hybrid cloud architecture built on CenturyLink Cloud. He believes the whole enterprise will benefit, but especially Quark customers.

“With improved services it definitely helps our customers,” Lawler said.

Like any IT manager, Lawler is also concerned about security. Quark and CenturyLink are discussing expanding the relationship to include security consulting and additional solutions. As the business grows globally, additional international network circuits are also likely.

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