

# INTERVIEW TRANSCRIPT

Interview on behalf of Qwest

Scott Kressner

Rush Enterprises

VP and Chief Information Officer

Last updated: 2008 Oct 24



**Product(s): Disaster Recovery, Hosting, iQ: Internet Port, LD: Dedicated, PRN**  
**Industry: Transportation**

## 1. Business need

"The old solution that we were gonna be provided had everything to do with pulling up a trailer to where the building would have been if it was destroyed or the fire would have been. Then trying to find a way to connect to the carrier. Then trying to bring up in this trailer a mock-up of all of our systems. I was asked by the Board of Directors and the CEO, 'What do you feel about and how could we test that?' And I said that, 'Its really not a testable solution.' It would very difficult to test that. They said, 'Well, we need a solution that can be tested.' And thats when I began to say, 'I need a solution that actually exists in a data center that we can actually cut the network to, see that it works, and cut back, and thats testable.' And we can do that over and over again and just still prove that it works."

## 2. Evaluation & selection

"Well the network challenges were that we were looking to put a new IP network in. We took a look at most of the major carriers that were out there, did a small RFP. Basically did a bake-off between all the different carriers and then decided upon Qwest for our primary IP carrier for data services as well as for long distance voice. At that time, we hadnt made any decision yet on what we were to do as far as disaster recovery. We were a customer of SunGard at the time and felt that that was probably sufficient. Subsequently after about a year into the relationship, we began to relook at our position around disaster recovery and decided that the position we had was not tenable. It would not work in the future as we as our company grew. So we started to take a look at the marketplace out there for disaster recovery and decided that Qwest had a really good fit, not only from the disaster recovery perspective, but that they were already our wide area network provider, which would make the transition very smooth, clean, and not very complex."

## 3. Why Qwest?

"I felt that Qwest was fairly new to the disaster recovery business, that they werent as mature as some of the possible offerings I could look at by some of the other competitors. But I felt that the team that we had in place really understood Rushs business and what our intent was of the goals of the project. And that was one of the strongest selling points, was that I trusted the team that I had. The team headed up by the sales team from service to executive management, they were all bought in in making Rush a success. And that gives a person like myself a lot of comfort knowing that I have that kind of backing in a company who is the size of Qwest as well."

## 4. The implementation/installation

"The main intent was to take the main business systems, the main critical business systems which included the main ERP system, email, internet services, etcetera and be able to provide them in a very short period of time. Some of the most critical systems, we wanted up in hours. Some of the less critical systems, we could wait as much as a day or so to bring those up online. But the idea was within about two business days to be completely up and on all the major business systems. I guess from a how the implementation happened, it happened over a course of about six months. From basic project planning meetings to making sure that Qwest understood through a very detailed analysis exactly what we wanted to try to get done and the execution of that. In the very beginning, it was engineers sitting down and talking about what the possible technology solutions were,

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to kind of story-boarding that to actually getting an implementation plan and a execution. And then also on the backend, the testing of it, which was very important as well. The ideal solution, I believe, is what we got, which was a highly secure, highly available solution thats on our network today so that we dont have to go through the complexity of involving a third party to be providing disaster recovery services."

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## 5. Customer service

"Qwest representatives, from sales to service, all the way across the board, to executive management has always been very helpful. Theyve always been very knowledgeable about whatever domain that they are providing services. In fact, its one of the main differentiators of Qwest as opposed to any other company, any other telecom carrier Ive ever worked with, and Ive worked with most of them. They really, on a day-to-day basis, want to try to make you and your company look and be as good as possible."

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## 6. Measurable benefits

"The ROI could be based on loosely what your run rate revenue would be and then what you think your revenue hit rate would be based on the systems being unavailable for our dealerships to operate. But its really hard to get at that number exactly because people would still do hand tickets. The business would still move forward. We would have a lot of catch up to do if the systems were down for any amount of time. So while it would have some impact, its hard to exactly gauge what that impact would be."

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## 7. Future plans

"Were going to do disaster recovery part two for Rush in the near future. As our business has grown and its been really expanding greatly in the last two to three years, that footprint that we laid down is no longer sufficient. And we will have to towards the fourth quarter of this year, actually begin laying down a newer footprint that more accurately reflects our business needs today."



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