

CLIENT TESTIMONY

Why IT Ownership Matters: A Case Study

How Setton Consulting Gave a Clothing Company Its Independence

The logo for LNK Neckwear, featuring the letters 'LNK' in a large, bold, serif font with 'NECKWEAR' in a smaller, sans-serif font underneath.

Where craftsmanship meets style in men's fashion, LNK Neckwear has nearly a century of dedication to excellence as a thriving family-owned business now in its fourth generation. Since 1926, LNK has been a trailblazer, delivering superior neckwear that blends fashion and quality.

We take pride in developing and nurturing our brands, cultivating lasting retail partnerships, and fostering strong supplier relationships. Our personal touch and unwavering service has been the hallmark of LNK Neckwear, shaping our identity as a trusted name in the industry.

Meet LNK Neckwear LLC

A lot goes into masculine fashion—the right tie must be combined with the right pocket square and tie pin, and for this combination to be possible, someone has to put these accessories together. That's what LNK Neckwear does daily: it manufactures these pieces for wholesale distribution through its retail partners. In business since 1926, LNK Neckwear was once a shirt and tie company until it recently split into two separate businesses. One business remained in shirts, with LNK Neckwear's staff focusing on ties.

As most businesses nowadays do, LNK Neckwear utilizes some basic technology to maintain its operations... things you'd expect to find, like Internet access, printers, Microsoft-based business software, and an Enterprise Resource Planning system. However, this also means that they require some assistance to keep this technology running optimally... which created a bit of trouble when the companies separated.

One Company IT Provider Between Two Companies Doesn't Work Well

Both LNK Neckwear and the shirt company originally shared an IT provider, which was simply confusing and ultimately led to additional problems.

LNK Neckwear, in particular, faced unique challenges due to these shared IT services. Getting any IT-related repairs or processes approved was bogged down by excessive red tape. This was a significant issue for LNK, as it meant that any changes or fixes they needed had to be approved by an internal administrator first, who would then communicate with the provider. This back-and-forth could take days, causing significant delays in addressing IT issues. Password changes were even more problematic, as reset codes would be sent to their admin, who wouldn't respond to these reset requests, leaving the team members who submitted them stranded.

These issues directly impacted the business, often preventing the team from fulfilling their roles. The existing provider's processes seemed backward and controlling instead of reliable and responsive, and LNK had millions of dollars on the line. Therefore, the manufacturer's decision to switch to a different provider was very simple.

Fortunately, their ERP vendor knew a much better option: Setton Consulting.

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About Setton Consulting

Setton Consulting has been the trusted name in IT support throughout the NYC area for over a decade. Taking a security-first approach with everything they do, Setton Consulting not only prevents potential problems but also ensures that your technology helps drive your business forward.

Stop dealing with basic, generic service agreements that don't fit your organization, and work with experienced professionals who can be diverse and versatile in order to provide your business with the level of service it needs.

Learn more about what Setton Consulting can offer your business by visiting:

settonconsulting.com/free-consultation
or by calling:
(212) 796-6061

SETTON



Once Setton Was Brought On Board, Big Changes Were Made

Despite the existing IT provider being decidedly uncooperative and refusing to provide access, Setton Consulting took the steps necessary to separate LNK Neckwear from the rest of the company. Unfortunately, this would be no easy feat, particularly considering how little the company trusted their provider.

To make the transition work, Michael Setton and the rest of his team needed to establish a separate, secure computer environment before grabbing all of LNK's emails, importing them, and forwarding them. This required a separate Outlook implementation, with half of the company's users migrated and mailboxes shared initially, with the remainder migrated later. They also needed to maintain their enterprise resource planning tools and required a virtual private network (or VPN) to access these resources safely.

Plus, all of this needed to happen with minimal downtime impacting the business, as they needed to generate income throughout the process... which the other half of the prior business didn't make nearly as seamless as would be ideal. Still, Setton helped LNK Neckwear through it all, adding the capability for remote work through a comprehensive Microsoft ecosystem overhaul. Setton even created an entire showroom for LNK in New York City, implementing the necessary Internet, cabling, wireless access, and firewall defenses in about a week and a half.

The Difference Setton Consulting Made is Considerable

Before working with Setton, LNK Neckwear had an unreliable and unresponsive IT provider who seemed to work backward and impose its priorities on the company only after securing unreliable administrative approval. They had no backups, unreliable email, a poorly constructed system, and severe connection issues impacting key resources like their ERP system. LNK didn't even have possession of its domain.

After Setton fought for them, however, the neckwear wholesaler now has control over their domain, and all of the above challenges are seen as non-issues as they happen less often. If one does pop up, the MSP works to resolve it quickly rather than leaving LNK Neckwear to struggle for days.

It's No Surprise that LNK Neckwear LLC Would Recommend Setton Consulting to Others

Breaking up a business is challenging enough, so when a provider helps speed up the process and also helps make things better after the fact, it only makes sense that the wholesale apparel manufacturer's team would feel positively about working with Setton Consulting and would recommend their services to others.

If you'd like to find out what Setton Consulting could do to help your business with its information technology, reach out! Call (212) 796-6061 or visit www.settonconsulting.com.