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+ G&G OUTFITTERS

How G&G Outfitters turned to DataStrike for SQL support and SSRS reporting

BACKGROUND

G&G Outfitters, Inc. is a premier full-service branded merchandise agency headquartered in Lanham, MD. G&G combines innovative design, creative and marketing services, and promotional solutions to help clients define and differentiate their business with branded and custom merchandise. G&G leverages SQL Server to run third-party accounting and warehouse management applications.

CHALLENGES

There were concerns surrounding the availability and uptime of these applications because G&G lacked a dedicated in-house DBA resource. G&G considered a dedicated resource to meet the following goals:

24X7 SQL MONITORING

24x7 SQL Server monitoring and maintenance

ROBUST BACKUPS

Implement robust system backups

SSRS REPORTS

Craft and modify SSRS reports

OPTIMIZED PERFORMANCE

Provide predictable and optimized system performance

100% UPTIME

Ensure 100% uptime and high availability for essential applications

30
SSRS REPORTS

HEADLINE RESULT

GENERATION AND MODIFICATION OF 30 SSRS REPORTS WITHIN 7 MONTHS

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WHY DATASTRIKE

G&G turned to DataStrike for four core benefits:

COMPREHENSIVE EXPERTISE

Comprehensive expertise in SQL Server, SSRS reporting, and more

COST-EFFECTIVE MSP

A cost-effective managed service provider over hiring an in-house team member

DEDICATED POINT OF CONTACT

In-depth knowledge of G&G's needs relating to application, business requirements, environment, and overall goals

CONSISTENT SERVICE

Consistent professional service with high responsiveness

By teaming up with DataStrike, G&G received comprehensive SQL Server and SSRS support.

DataStrike + G&G Outfitters, SQL Server & SSRS Support

SOLUTION

SQL SERVER

- **24x7x365 monitoring:** database and server (CPU, disk space, SMTP checks, alerts)
- **Performance metrics:** Page Life Expectancy, Lock Time, and more
- **Maintenance:** automated SQL Agent data-cleansing jobs, index scripts, and replication management
- **Backup & recovery:** backups meeting RPO/RTO targets, data restoration, and a Dev/Test environment
- **Best practices:** ongoing SQL Server education

SSRS REPORTING

- **Requirements:** close collaboration to deliver application needs
- **Unified reporting:** multiple data sources in one structure, integrated with G&G's proprietary dashboard and third-party apps
- **Timed subscriptions:** managed through Report Manager

RESULTS

With DataStrike's support, G&G gained:

- **30 SSRS reports:** generated and modified within 7 months
- **High availability:** consistent, predictable uptime for essential applications
- **Efficiency:** improved database productivity, with jobs running correctly and indexes updated
- **Better reporting:** new reports replaced and improved old applications
- **Clearer data:** deeper team understanding of third-party data architecture

ABOUT DATASTRIKE

DataStrike is the leader in 100% onshore database, cloud, and business intelligence managed services for organizations that demand speed, reliability, and control. With senior-level experts, a fractional delivery model, and 24×7×365 coverage, DataStrike helps organizations scale with confidence and precision.

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