

## Freedom ON WHEELS...

LAKE COUNTRY RV BY CHRIS FLORENTZ

**You might say that Lake Country RV in central Wisconsin Rapids sells fun, freedom and peace of mind. The RV dealership sells travel trailer-homes on wheels that can feature everything from a gourmet kitchen & whirlpool bath to a roof deck that people hook up to their cars to take pretty much anywhere.**

Lake Country vice president Dawn Knuteson says many of the company's customers are hooked from their very first road trip. "It's all about family trips and spending time together," says Knuteson. But when it came to Lake Country's office operation, the term freedom just didn't apply to the company's computer system.

"The local phone company was having a devil of a time networking our computers," says Knuteson. "It was right around the time we bought a copier from Bauernfeind Business Technologies. So I asked their network integration specialist, Joel Cieslinski, if they could help us with our

computers and he said, "absolutely!" Bauernfeind was able to jump in and assist Lake Country with a networking problem because it offers a range of IT services in addition to award-winning office equipment. The challenge was to network Lake Country's computers so that staff could access the company network from remote locations including home offices, and to perform accounting operations which had previously been performed on-site. At the time, computer files could only be shared by downloading them onto a disk, or by emailing or printing out a file.

According to Knuteson, this was an inefficient way for Lake Country staff to share important business information. There was often a lag of several days before files stored on a disk could be transported to the office, downloaded and emailed to staff. Printing and distributing paper documents was even more cumbersome. Devising a networking solution would ensure that all the staff had timely access to important files.



"We converted Lake Country's system into a true client server network," says Cieslinski. "The result is a highly portable system that accommodates their remote needs and enables Lake Country's large database of customers' names to be updated by anyone from any computer at any time."

A system-wide backup which affords a far greater degree of data protection was also implemented. Lake Country now backs up important data on a weekly basis, protecting the business against natural disasters such as floods, fire, etc., as well as human problems including theft.

"We hadn't had this capability before," says Knuteson. "Now everyone at Lake Country is able to access programs from any computer. Price sheets and inventory lists are examples of important information that can be quickly and easily accessed in shared files." According to Knuteson, she is confident that workflow has definitely improved for the better. **BBT**



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