

# Playing the Field

## Shyft's Field Service Teams Keep Your Infrastructure Up and Running

### The Business Need

Maintaining the proper care of your IT systems can be challenging enough, but what happens when your most vital equipment is stationed in multiple remote locations all over the country — where it can be impacted by rain, snow, extreme temperatures, time or other factors outside your control?

For a Shyft Global Services customer — one of the largest cable television infrastructure companies — this is exactly what happened. Equipment such as hub boxes, switches, repeaters and more, essential to providing a signal for several of the nation's largest cable providers, was operating inconsistently when deployed in the field. Outages to these types of businesses and their end customers are unacceptable; you only need to imagine your cable going out during the final minutes of a big football game or the surprise ending of a movie you've been dying to watch.

So when your customers are watching Ghostbusters and the cable goes out, they call you. And, "who you gonna call?" Shyft, that's who!

### The Solution

Before Shyft could begin to repair outages, there were several steps to take, including identifying all of the equipment types in the field and their locations, as well as possible threats to that equipment that could prevent it from working as it should.

"There are many factors that can keep field equipment from performing optimally," said Tom Tobin, Senior Director of Professional Services for Shyft. "Anything from weather to the age of the equipment can impact performance, but one of the things our field repair teams do best is identify and troubleshoot exactly the problem that is causing the performance issue and get it repaired as soon as possible."

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*—Tom Tobin, Senior Director of Professional Services, Shyft Global Services*

Like any other business network, cable television infrastructure is comprised of access points, routers, switches, cables and secure housing units. But because they are located outdoors, they are vulnerable to various types of damage or malfunction.

Just as important as conducting the repair is working with the customer and sharing the knowledge of how to properly install and maintain the equipment to maximize its lifespan.

"Another source of malfunction we see often goes back to the initial installation of the equipment, which can either be aerial or underground, depending on its location," said Tobin. "Equipment that is poorly or improperly installed, or left unprotected or otherwise exposed in its environment and not maintained, can often cause outages down the line that impact the delivery of the signal and cause service interruptions. We make sure this doesn't happen."

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—Tom Tobin, Senior Director of Professional Services, Shyft Global Services

## The Result

With Shyft's field service teams providing technical support directly at the site of the equipment, your technology is maintained and optimized to perform at peak levels, which reduces outages, creates better connectivity and provides higher quality signals to end users — the families watching those movies and games in their living rooms.

"We know down time or outages are more than just an inconvenience for our customers. They can quickly translate to lost revenue, which is unacceptable," said Tobin. "We want our customers to realize that our field repair solutions are not only beneficial for maintaining the working order of the equipment, but are absolutely vital in delivering value to their customers, which impacts their bottom line."

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*Please note: The company names used in this version of the case study reflect the current company names, although the case study may have been originally published prior to the rebrand of Shyft Global Services and/or prior to the Tech Data–SYNNEX merger.*

### About Shyft Global Services

Shyft Global Services is a leading technology lifecycle service provider that partners with companies around the world to shift the way they do business. Powered by a robust global logistics network, team of outsourcing experts and decades of experience, Shyft's end-to-end product and customer lifecycle services enable technology companies to reinvest in growth, transformation and innovation. Ready to shift your business forward? Learn more at [shyftservices.com](https://shyftservices.com).

*Shyft Global Services is a division of TD SYNNEX (NYSE: SNX).*