



Case Study

# Fiber and Cloud Services **Increase Efficiencies** for YMCA

With more than 200 employees, hundreds of volunteers, and more than 50,000 members across six locations in Central Iowa, the YMCA of Greater Des Moines relies on technology to run smoothly.

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## YMCA DES MOINES

After years of attempting to handle its information technology functions internally, the Y decided to outsource its technology needs to a partner that could support all branches of the Greater Des Moines YMCA. Now, more than 15 years into working with Aureon, the partnership is still going strong.

The YMCA of Greater Des Moines trusts Aureon to provide valuable cloud-based communication tools and reliable WiFi connectivity for its members and staff. With six locations across the Des Moines metro, the Y wanted a solutions provider that not only understood their technology needs, but who also valued their mission of serving their communities.

Whether it is enhancing the YMCA's WiFi experience or maintaining the organization's cloud-based network, Aureon's collaborative work with the Y has created a successful partnership that goes beyond technology solutions and managed IT services.

**"It is incredibly important for us to partner with like-minded companies that align with our mission. The YMCA wants to partner with trustworthy, determined businesses that are also committed to serving their communities." -Leisha Barcus, CEO of YMCA of Greater Des Moines**

**The YMCA of Greater Des Moines is a dynamic organization, with programs designed to build character and assets in kids, strengthen family relationships, and promote healthy lifestyles. Caring, honesty, respect and responsibility are the foundation for all that the YMCA does for its 50,000 members across six full facility YMCAs.**

"Aureon and the Y share a desire to support and enrich our communities," said Steve Simpson, Client Advisor at Aureon. "This common thread unites us in many ways and further strengthens our partnership."

## IMPLEMENTING SECURE AND FLEXIBLE TECHNOLOGY SOLUTIONS



Due to the changing needs of each community, each branch of the YMCA is required to be nimble and agile to meet member expectations. In February 2020, the Wellmark YMCA in Des Moines once again hosted the world's top swimmers in the TYR Pro Swim Series. The event was broadcasted on NBC Sports and hosted over 1,500 fans. To handle the Wi-Fi traffic and additional support for broadcast, Aureon was able to temporarily increase the dedicated bandwidth to ensure seamless connectivity.

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“We were able to streamline the process and boost services to support the TYR Pro Series due to our unique position of owning the fiber installed at the MidAmerican Energy Aquatic Center at the Wellmark Y, as well as providing technology services. Aureon worked closely with the Y, NBC Sports, USA Swimming and others to provide the additional bandwidth and services demanded to produce an event of this caliber,” said Simpson. “Our advanced planning and boots on the ground helped lead to a successful event.”

**“It was critical that the YMCA met the technology needs of the TYR Pro Swim Series event. We have a world-class facility and needed world-class technology to showcase that. Being able to host national events is critical to the success of the MidAmerican Energy Aquatic Center and the YMCA.” - Leisha Barcus, CEO of YMCA of Greater Des Moines**

Early on during Aureon’s partnership with the Y, Aureon expanded the Y’s public WiFi as they began offering free public WiFi to members and guests. WiFi was connected via a single DSL line at each location. But, with multiple YMCAs across Greater Des Moines, even doing simple things like changing WiFi passwords became a time-consuming task. Aureon helped the Y transition to a centrally managed WiFi system at the Aureon Data Center that was already housing the organization’s computing resources.

“Each access point delivers all the Y’s IDs, with options for coming in as a corporate or public user. It’s all managed centrally by Aureon,” said Simpson. “This is a big time-saver. If we need to change a corporate password, we can change the entire Y system – all six locations – at one time.”

## THE IMPACT OF CLOUD COMPUTING



After more than 10 years of using Aureon Cloud Suite, IT operations are running smoothly, efficiently, and cost-effectively for the YMCA of Greater Des Moines. Now more than ever, the centralized computing environment for all locations allows increased connectivity among locations, especially for staff that are working from home due to challenges from COVID-19. By working from a centralized computing platform, delivered via the cloud, all staff can now access and share files and applications from one pool of resources, which they can access via the internet.

**“When we decided to move our workforce to a virtual format, it was seamless. We did not have to wait like other companies to make the switch. This allowed us to evaluate our work from home policy without any other IT worries.” -Leisha Barcus, CEO of YMCA of Greater Des Moines**

Aureon’s streamlined technology solutions allow the YMCA of Greater Des Moines to focus on their communities and members without worrying about their IT infrastructure. And, amid unforeseen challenges created by the global pandemic, the already-implemented technology solutions allowed Y staff to maintain that focus as they seamlessly transitioned to a work from home status.

**“Aureon’s Client Advisors are accessible, listen to our challenges and provide solutions for those challenges. Over the last 15 years, business has changed and so have our needs. Aureon has remained flexible and attentive to our organization.” -Leisha Barcus, CEO of YMCA of Greater Des Moines**



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