



Premier LogiTech

Services & Solutions for Logistics & Technology

CASE STUDY

Cowboy Harley-Davidson® of Austin



Challenge:

It takes a fast-moving employee team to serve Austin and surrounding communities' first-time bike owners and veteran road warriors with a killer selection of new Harley-Davidson® models; used motorcycles; Harley-Davidson® service, parts, repair – and even Harley-Davidson® finance. The company operates from a 53,000 square-foot storefront with 130+ employees. Customers want personalized service from super responsive team.

Solution:

Premier LogiTech brings responsive, capable and comprehensive IT Managed & Professional Services supporting the full life cycle of IT assets for Cowboy Harley-Davidson®. This includes service desk, remote monitoring, remediation, on-site support, Microsoft O365 platform and technology transformation services across infrastructure and end user devices.

The IT service desk with experienced personnel addresses and resolves issues quickly. No retailer is safe without up-to-date equipment and cybersecurity. They refreshed end users' computers along with anti-virus, anti-malware and anti-spam, delivering the latest and safest solutions. As the organization grew and expanded, the remodeled office space required a highly secure, redundant and available network inclusive of wireless access allowing Cowboy employees to leverage greater bandwidth speeds for improved productivity and efficiencies.

ABOUT PREMIER LOGITECH

Premier LogiTech is an award-winning services and solutions provider of logistics and technology. We efficiently integrate with an organization's global supply chain by creating custom solutions that fit within your operations and budget.

We deliver technology simply and effectively. Our team builds tailored solutions that save customers time and money. Our expertise includes sourcing, warehousing, asset management, configuration, fulfillment, onsite delivery, managed services, recycle, and on-the-spot repair services to keep your technology systems performing flawlessly and without interruption. We always start with your business needs and ensure that your business operations run smoothly long after delivery.

We are a Certified Service-Disabled Veteran Owned Small Business (SDVOSB). We leverage our technology and logistics capabilities to deliver high value service offerings.

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Client Results:

Cowboy Harley-Davidson® of Austin has a happy family of customers and productive, effective employees. Watch for them riding around the Austin area.

“We were happy to discover Premier LogiTech as we planned our company’s growth. Without their support, our team would not have been as productive as we are. We can count on Premier LogiTech to source the right hardware, the right software solutions, and all the add-ons that go with it.

We can trust them to take care of our transformational and daily operational needs, while we focus on growing our business.” Carol DeBerry, CFO.

About Cowboy Harley-Davidson® of Austin

The one-and-only Harley-Davidson® dealer in Austin, TX, Cowboy Harley-Davidson® of Austin proudly serves first-time bike owners and veteran road worriers with a killer selection of new Harley-Davidson® models; used motorcycles; Harley-Davidson® service, parts, repair – and even Harley-

Davidson® finance. To accommodate all Harley-Davidson® riders in Austin, as well as those from Round Rock, New Braunfels, and Cedar Park, Cowboy Harley-Davidson® of Austin operates a 53,000 square-foot storefront.

Sound impressive? That’s because it is! And, you don’t just have to take our word for it, either. Our extensive customer testimonials will tell you everything you want to know, including, that despite Cowboy Harley-Davidson® of Austin’s large size, our service is extremely personable.



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