



CASE STUDY





IMAC

IMAC Completes Nationwide
Expansion with Cloud-Based
Directory Services



Summary

IMAC Regeneration Center is a small town clinic with big aspirations. They house world-class physical therapists, medical doctors, and chiropractors all under one roof, with the singular goal of providing integrated healthcare. Embarking on a national expansion in 2016, IMAC was looking for an integrated IT solution – one that would allow them to expand painlessly. By switching to Directory-as-a-Service®, IMAC was able to open a new clinic in a new region and expand nationally without having to buy servers or hire additional IT staff.

	Company	IMAC Regeneration Center
	Size	50 employees
	Location	Paducah, KY
	Problem	Expanding nationally
	Goal	Maintain centralized control across offices remotely and securely

Background

Started in 1998, IMAC quickly became one of the largest chiropractic offices in the country by patient volume – no small feat for a clinic centered out of Paducah, KY. Today, IMAC offers cutting-edge treatments for everything from arthritis and joint pain to Parkinson’s disease and other neurological diseases.

To meet patient demand, IMAC expanded to a larger facility in November 2015. But that was just the beginning. In 2016, IMAC has plans to open several locations across the US by the end of the year.

“We’re aggressively expanding to a nationwide footprint in short order.”

— Josh Amyx, Director of HR and Marketing

Josh Amyx is the man responsible for this expansion going smoothly on the IT front. “Currently we have about 50 employees,” Josh told us, “Within the next year, I would estimate we will have 100 to 150 employees nationwide.”

The Challenge

IMAC was using an on-site Windows 2003 with Active Directory for file sharing, printing, and directory services. “I enjoy AD,” Amyx said, “but when you look at adding a second location via VPN, it’s not practical.”

“We were left with a choice, when we were opening in St. Louis, do we buy a second AD server? Or do we figure out another option going forward so that we don’t have to buy a server with every new clinic that we open?”

IMAC decided against AD. Amyx explained, “With Active Directory, you’re constantly having to buy new client licenses. And on the hardware side, you’re constantly having to upgrade your hard drive space, or buy a new server to replace the old. You’re always throwing money at it.”

What Amyx really wanted was a directory that he could administer from the cloud – ideally one that was scalable, priced right, and could sync with their existing AD instance and Google Apps accounts. That’s a tall order.

Amyx left no stone unturned. “We checked out Azure. We looked at somewhat of a modified directory from Amazon Web Services. I’ve looked into building my own LDAP server, from hardware that we have laying around.” But none of these directory solutions fully met IMAC’s needs.

The Solution

Josh Amyx first found out about Directory-as-a-Service® (DaaS) through a Google search. DaaS had everything IMAC wanted: centralized user management through the cloud, Google Apps integration, and more.

But Amyx was skeptical. Could directory services really be brought to the cloud?

Amyx was able to test out JumpCloud's DaaS with a free trial. "We were able to actually see if it would work for us or not." Amyx said, "We were fortunate enough to be very comfortable with the JumpCloud platform before we committed to transitioning our St. Louis clinic to DaaS instead of an AD server."

"Once we realized how easy it was to set up, to manage, to reset passwords for an end user, to do the different tasks that IT people deal with on a daily basis... the decision was clear."

“Literally, if you know how to install a program on a computer, then you can be up and running with JumpCloud in five minutes. And it’s that simple.”