



National Association of System Administrators

A 2003 N.A.S.A. Success Story

www.nasasupport.com



Sportif USA (www.sportif.com) was founded in 1965 by one of the most colorful and gifted outdoor apparel entrepreneurs of his day, John G. Kirsh. Starting in Los Angeles in the back of the family's station wagon, John poured himself into the startup focusing on his first product: tennis shorts.

Success came quickly.

First came **Sportif's** trademark product: the 7-Pocket Stretch Short constructed of a truly uniquely durable stretch material no one else seemed capable of matching for years.

Then Kirsh evolved a focus that carried **Sportif** profitably through the challenging '70's and '80's. Rather than trying to be a highly visible public label with international renown, John focused on providing value to the "labels" by being a top-tier private label contractor.

Sportif enjoyed a rock solid niche in the sportswear industry for almost twenty years when tragedy suddenly struck. John G. lost his life in March, 1991.

John's four sons decided to take the helm of the company their father had built and go forward rather than shut the doors and collapse.

Digging in with new energy, creativity, and vision, the Kirsh family took a hard look at the business realities of the 1990's and asked a very important question;

"How can Sportif use IT to give us a competitive advantage in the outdoor apparel business?"

Mike Youngblood, Vice President of IT Systems at **Sportif**, reflects on those early days; "We knew we needed to build an IT infrastructure to support our strategy to become a technologically advanced, 21st century apparel manufacturer. We saw this as a distinct competitive advantage for us. We researched

and purchased world-class ERP systems (including Oracle Financials) that required the best Sun and IBM RS/6000 systems to run on. But we had little to no experience. We were in the clothing business, not the computer business. We needed someone to go the extra mile providing vision, 24x7 support, and high availability planning."



Sportif soon discovered the National Association of System Administrators (**N.A.S.A.**) and established a partnership that has lasted ten years.

Whether it was providing configuration management, DR/capacity planning, on-site coverage during mission-critical processing, or user-transparent upgrades to the RS/6000's, **N.A.S.A.** has stood by **Sportif** and provided the management team with confidence in their systems.

Says **Youngblood**, "**N.A.S.A.** got it. They helped us with whatever the 'challenge of the day' was. We couldn't have found a more dedicated and understanding team. We have found a loyal vendor and that loyalty has been a two-way street."

Sportif sells world-class outdoor apparel. **N.A.S.A.** offers world-class 24x7 software and hardware support for IBM, Sun, HP/Compaq, EMC and STK servers and storage systems.

To find out how N.A.S.A. can help your organization achieve the same IT operational excellence as Sportif, call Ed Pate at 800-724-9692.

SPF Sun Protection
Clothing with built-in sun protection - a smart choice for summer!



Mix & Match
Coordinated Collections make shopping fun!



Sportif Originals
Providing stretch comfort to outdoor enthusiasts for over 30 years!

