

Early Start in Father's Clip-Art Company begins career for Technology Genius:

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Raymond Loeffler has a wide variety of extensive technological skills in Business. They stem from an early interest in computers from his father's software company in late '80's. While networking modem devices and transferring 8-to-16 bit images for Clip Art Magazine business evolved to today's Web 2.0 Cloud evolution.

Loeffler's Internet Web solutions knowledge consists of Physical Setup of Network Appliances, Servers, Security and development planning. Measuring Web Presence versus long term objectives, Loeffler takes great care to find out a company's needs and helps define short and long term goals and follows through with a proposal to meet the demand. He considers a Website to be a "Portal" for a Company's portrayal to the outside world. Like a showroom, a company can introduce new services and solidify "the message." It reaffirms previous services to current customers. The Web provides a great ability to come into the office without leaving where they are.

Loeffler's thoroughness in understanding a Company's Corporate Mission and developing

a plan surrounding these objectives shows his professionalism and brings great successes.

Mr. Loeffler is an accomplished, senior level technical administrator with more than 11 years of progressive professional experience in IT implementations and upgrades. In the past two years, Loeffler has worked at Rothco in a Director of Infrastructure capacity / Project Manager Engineering the migration of a Fiber channel storage system to iScsi SAN, including Multi-Environments dealing with their living breathing Web Site B2B Model and pushing the consistency of uptime, and growth.

At Rothco, Loeffler managed many changes of their Worldwide B2B Web Environment. From Infrastructure, to Redundancy planning and Development of code, and Security policies Loeffler has the knowledge to get it all done quickly and with an aptitude to managing multiple resources and constructing various integral integrated systems. With consistent uptime as a main objective at Rothco, Loeffler promoted that upgrades need to be easy, he said, "Changes need to be thoroughly tested before hand and could be easily turned on, or turned off if there were unexpected results of a programs upgrade."

Loeffler took steps to add a beta environment and separating database changes from development application changes, Virtualized the entire environment including Adobe Cold Fusion, MS IIS, and SQL connectors which allowed for snapshots before major Patches and upgrades, and cloning when creating a remote site disaster redundancy solution. He upgraded the Cold Fusion Platform to latest 9.0.1, and performance tuned the services and memory for the custom application.

Early on, Loeffler gave a persisted in established the importance of Social Media linking, and SEO so Rothco tracking best utilization of Marketing campaigns. On the main site and internal he installed the header and In early 2010 he pressed for the needs to design the entire Public side look and feel of Rothco.com to portray the multi-levels of Rothco's business. Soon thereafter there was a new hire and was in place to cover these agendas and the slow progress was now managed in a way with an endgame.

Since Loeffler started at Rothco, in 2009, Website sales have grown in a pronounce way because clients trust it as a viable option for ordering and tracking their orders. Along with customer acceptance of new Web technologies, the Website's sales are up

28% for the previous two years, and all sales are up 11%, meaning the entire Website infrastructure is consistently available to the customers and subtle unobtrusive changes are being made to reach out new customers. Rothco is making and meeting new marketing objectives that were never thought of before Loeffler started.

Rothco.com Website stats have placed it as 10.5K of all US Web-Sites with Google being first, and Facebook second, etc (down from 88K before a title tag project)! It is up and operational with real speedy response times and accommodates a large customer base growing rapidly, it has very few ordering issues. Sales can have 10,000 line items, and this means the average sale requires particular attention. Rothco accepts drop shipments which also put customized customer centric rules on each customer on a user by user basis. There are many sales that are thousands of dollars each that come in throughout any day. Loeffler boasts "We will never sustain a prolonged downtime again and we have installed a viable option to promote a disaster redundant backup site in less than 15 minutes of a phone call, but we have not needed it, and we hope we don't have to... With

stability and consistency the customers are satisfied, this ultimately correlates to our growth”

Loeffler led the charge with installing an xmlfeed of Product Data, including inventory, size, groupings, UPC, and other constraints. The solution required knowledge and research of current developer standards, along with savvy integration methodologies.

Loeffler manages all the changes to the Cisco ASA Secure

Environment; and Maintains the Virtual Private networks between sites. He has pronounced a plan to install redundant Internet at the headquarter office and monitoring that watches the integrity of communications between all environments and remote users.

On the Windows side, Loeffler manages the Active Directory Forest, Exchange, Antivirus, Spam control, Server Updates, and iScsi Storage Systems, Virtual VM Environment,

High Availability systems, among many other day to day operations. Loeffler installed a WSUS server for deploying updates via Group Policy in a Multi-OS scenarios.

Loeffler knows VOIP, and Telecom, and consulted with current outside phone provider to select the new correct solution for all phone processes and routing internally. The new features after upgrading the fifteen year older system were immense. Loeffler was instrumental in determining what

Telecom Solution would best suit the call routing of internal Sales calls. Under his guidelines, Loeffler recommended the need for a knowledgeable Customer Services Department to triage calls and support customer needs, this immediately prioritized calls and customer expectations.

Loeffler’s Work History: New York City and Metro Areas for eight years Loeffler has worked as a Field Systems Engineer with focus in New York City and Metro areas dealing mostly with Retailers and Lawyers Onsite Support. In addition to this, Loeffler was a Client Account Executive in the Retail Industry and created Sales Proposals, resource planning, maintenance agreements, and finalization of the proposals to close the sales. Further experience included Implementation and upgrades for the New York's garment district corner-stones. Loeffler has managed five production office moves and data migrations including financial data consolidation various company mergers.

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