

CASE STUDY

**A Growing Business, a
New Managed IT Services
Provider... and Monthly IT
Spend Reduced by 15%**

INDUSTRY
Professional Services

LOCATION
Charlotte, North Carolina

ORGANIZATION
Boiler Room Services Co.

SOLUTIONS
Managed IT Services

Professional Services
INTEGRATED IT SERVICES

INTRODUCTION

For this provider of boiler room services and supplies, business was good. Serving other mid-sized businesses from three office locations across two states and with 30 employees, the company experienced 20% year-over-year growth in a very successful 5-year period.

The growth was due largely to local expansion in the company's metro service areas — and showed no signs of slowing down.

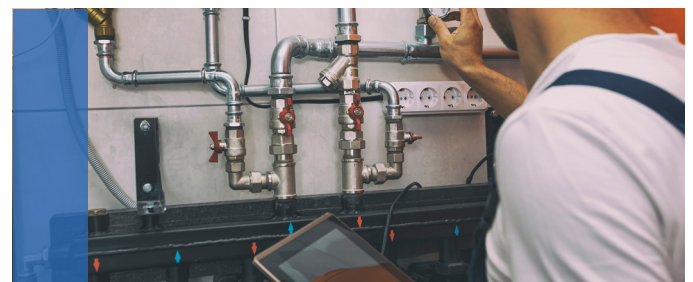
SITUATION

Existing IT services provider wasn't keeping pace
Unfortunately, the company was also encountering issues with its IT services provider at the time. A lack of responsiveness was one problem. So was the IT provider's absence of strategic technology leadership,

and misalignment with their client's business objectives.

The issues ultimately forced leaders at the boiler room services company to begin looking for a new IT services provider. Among their selection criteria, a new provider had to be able to:

- Deliver all services required to securely support the company's full IT infrastructure:
 - Network, servers, office technologies, Microsoft services.
- Offer guidance in line with the company's technology objectives for growth.
- Provide responsive, expert support based on industry knowledge and best practices.





Among SMBs surveyed, 50% who engaged an MSP saved 1-24% in annual IT costs, 33% saved 25-49%, while 13% reported savings of more than 50%.

CompTia, 2022 U.S. SMB Leaders Survey

SOLUTION

Following a targeted marketing campaign, Visual Edge IT's account executive contacted the company's IT and Financial Control Director. In emphasizing the managed services experience Visual Edge IT offers, the company agreed to meet with our managed IT services team.

Initial meeting and IT assessment

This initial meeting included an in-depth discussion of Visual Edge IT's capabilities and customer focused, single vendor approach to providing IT services. The company's IT and Financial Control Director took particular note of our integrated services model, as well as our service desk for coordinating customer inquiries. The company then agreed to an IT assessment of the technology infrastructure for their three office locations and various end users.

Integrated services roadmap for IT needs, new technology objectives

Based on assessment findings, Visual Edge IT proposed a managed IT services plan that encompassed managing the company's desktops, laptops, and Microsoft services, as well as their network and physical and virtual servers. The proposal, which also served as a roadmap for the company's technology objectives going forward, was readily accepted.

RESULTS

The key to this successful outcome has been Visual Edge IT's ability to offer more thorough, responsive, and secure IT services than this company's previous provider. Moreover, our services improvements are projected to continue reducing the company's monthly IT spend by up to 15%.

NEXT STEPS

As the managed IT services provider for this growing boiler room services company, Visual Edge IT will provide guidance for all new services in line with the company's ongoing technology roadmap. These and other solutions from our integrated IT services model will be available as the company's business and IT needs dictate.

Microsoft support for applications, services, and scheduled updates.

IT and data digitalization to leverage cutting-edge digital technologies.

Desktop support for reliable, high-performance computing solutions and full-time service desk assistance.

Cloud services to securely store, back-up, and protect critical data.

Cloud service subscriptions to unify multi-office infrastructure and virtual servers.

IT migration support to move to newer operating systems, networks, and servers, including in the cloud.

Visual Edge IT works with organizations to achieve their goals by developing an effective technology strategy, managing projects and infrastructure, and providing on-going service and support.

Contact us to discuss your needs and our services.

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