



***Industry Case Study:
Business Services***



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Introduction – Business Services

The business services industry faces a host of challenges. These include:

- 1) Handling cybersecurity risk
- 2) Protecting their business data
- 3) Creating a disaster recovery plan
- 4) Understanding strategic planning
- 5) Staying abreast of new technology

Most small business owners are aware of their challenges in keeping up productivity. Ensuring employee efficiency and having the company running smoothly are daily goals. Technology challenges play a major role in overall time management. There are a variety of services available to leverage technology. Small business owners must educate themselves and understand that these issues have to be tackled one at a time. Hiring a Managed Services Provider for IT support and digital transformation is the first step in the process.

Case Study Profile – Business Services

Business services covers all categories of professional services, such as architecture, legal, consulting and all similar office related industries. In this case study, we supported a top ranked North American business brokerage that was founded in 1994. The company is one of the largest and most successful business brokers in North America with offices conveniently located throughout the United States and Canada. The company is located in Clearwater, Florida with franchisees in several states.

While their reach extends nationally, the Tampa Bay office is the headquarters. From this Florida office, the company provides beneficial connections in Tampa, Clearwater, St. Petersburg, Brandon, Lutz, Oldsmar, Riverview, Valrico, Seffner, and surrounding cities. They approached Concertium to provide managed services for their corporate location as they continued to grow and needed to take advantage of the newer technologies for centralizing networks and systems.



Situation Analysis

Our client's rapid growth and wide network around the United States posed many problems. They had dual needs: assist corporate users in the headquarters building while at the same time providing real-time support to dozens of franchisees throughout North America. The company also developed and maintained corporate, regional, and franchise web sites which added up to over 170 domains hosted on remote servers. The company demonstrated a gap in the technology tools and systems in place to handle the growth and diversities of individual franchisee needs while providing corporate the ability to continue to manage and grow the organization. When the relationship began, the company was using a team of in-house technical resources along with a local computer repair company. Even with this combination of people in place, they struggled to manage their corporate and franchisee support. They realized this was not enough to obtain their goals. The company was looking for an organization that could help provide a short-term and long-term plan for addressing all the issues while minimizing the impact to their users.

Solution & Results

Concertium began the relationship by work side-by-side with corporate in-house technical team resources and providing options for upgrading their local in-house network. This is not uncommon, and Concertium regular partners alongside existing IT technicians to supplement their experience. A complete review of their headquarters (HQ) systems was done, and we made recommendations to enhance their local systems capabilities at an affordable price. Once these recommendations were implemented, Concertium then began to approach the issue of consolidating and streamlining the company's web design and hosting to ensure proper security, data backup and disaster recovery processes were in place. As the company and their requirements have grown, Concertium has incorporated newer technology tools and security to protect the company's investments, systems, and websites across their network.

Value Added Services

Early in the relationship with the company, the business broker developed a system design spec for a new application. While most Managed Services Providers (MSP) only provide systems, hardware, and network support, Concertium has an entire team of custom software developers on staff. Having won their confidence with the traditional IT support services, the customer asked Concertium to bid on the development project. They were looking to build a one of kind software database application for managing businesses that their franchisee listed and sold. Concertium successfully won the opportunity to develop this web-based application and over a 9-month period worked with the company to develop, test, and launch the application. This successful endeavor has evolved over the years as the company has added additional system functions and capability.

In addition to software development, Concertium has a team of web designers, who are familiar with WordPress and many other platforms to build new websites. As the Google search engine parameters changed from the company's original web site approach and design, the company had Concertium update their web sites to take advantage of these new SEO algorithms.



About Concertium:

Concertium provides simplicity and peace of mind to SMB's with solutions that unravel the complexity of technology. Our security and IT management expertise deliver full transparency with surprising affordability. We also offer a full spectrum of software development projects.

For a free analysis of your company's IT support and development needs, contact us today:

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