



SEISMIC

Company: Computer ER | CERNetworks

Headquarters: Missoula, Mont.

URL: www.computer-er.com

Employees: 150

Key Market Verticals: No specific verticals, primary focus on SMB

Specializations: Microsoft Small Business Server, Remote User/Office Access via Remote Web Workplace, Mac and Windows integration

Business Challenge: This local solution provider wanted to offer customers managed services, but found purchasing and maintaining the infrastructure was too expensive and made growing the business even more challenging.

Solution: Ingram Micro Seismic Remote Monitoring and Management (RMM), Seismic NOC, Seismic Online Backup and Restore, and Seismic E-mail and Web Defense

Results and Customer Benefits: With Ingram Micro Seismic, Computer ER is able to provide managed services to 15 customers without upgrading infrastructure and maintains plenty of headroom for adding new customers. Computer ER's customers now have 24/7 service at an incredibly affordable price point, boosting the solution provider's value-add.

GROWTH INSPIRED – A Bold Vision in Services

Ingram Micro | Seismic

CASE STUDY: COMPUTER ER

SEISMIC PLATFORM LETS COMPUTER ER FOCUS ON CUSTOMERS INSTEAD OF ON INFRASTRUCTURE.

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Two years ago, Computer ER | CERNetworks began exploring the possibility of delivering services to its customers through a managed offering. After considering a number of options, ranging from home-grown platforms to packaged options, the solution provider settled on using one of the mainstream managed services providers that boasted comprehensive features set at an attractive price.

All was well until two very large customers signed on to the service simultaneously; Computer ER realized it couldn't scale its operations or its technology infrastructure quickly enough to accommodate the growing business. "We were trying to run our MSP offering with our own server and internet connection and do the hosting service ourselves," said Craig Flint, founder and vice president of the Missoula, Mont.-based firm. "We signed two new customers at one time. Each had 250 desktops — it just killed us. There was so much data coming in that it was saturating our internet connection and service."

The company looked into upgrading its IT equipment and services but realized the software and hardware needed to fulfill customer demands, even in the short term, would cost thousands of dollars.

"We actually considered leasing a co-location server with someone else who had infrastructure and bandwidth," said Flint. "We quickly realized that that was going to get scary fast because you get charged on data transferred per month and we were transferring a lot."





Solution

Shortly after, Computer ER learned about what was offered by the Ingram Micro Seismic Virtual Services Warehouse. “To me, it was a no brainer,” said Flint about the Seismic Remote Monitoring and Management (RMM) solution. “It meant we didn’t need new infrastructure, and we could do what we wanted for a lot less money.”

The move to the Ingram Micro Seismic platform was simple and seamless. “There was hardly anything to do to move over,” said Flint. “It was an easy transition. We had to establish a new portal for our managers and we used our own customer database so we didn’t have to rescan the network. Within a couple of days we were up and running and our customers never knew we had made a switch.”

Computer ER also leverages the platform’s ability to easily integrate additional services, such as the hosted Seismic Network Operations Center (NOC), Seismic Online Backup and Restore and Seismic E-mail and Web Defense. “Now we can just wrap up all of these different services into a single package and present it to our customers,” said Flint. “Everything is supported under the Seismic program.”

Results and Customer Benefits

Today, the company has 15 customers on a full-service managed IT program, which includes the Ingram Micro Seismic RMM solution, as well as the Seismic Network Operations Center (NOC), Seismic Online Backup and Restore, and Seismic E-mail and Web Defense. By the

end of 2007, Computer ER hopes to have 75 customers using the service. “We are setting up new customers and really pushing it with our prospects,” said Flint. “We initially held back some, but now we have positive customer comments that we can use during the sale. Everyone we talk to is going to be on Seismic and using our managed services program.”

With its turnkey approach and robust service capabilities, the Ingram Micro Seismic Virtual Services Warehouse is making those sales easier — since customers immediately experience the benefits. “The customer is getting better service,” said Flint. “For 24/7 service the cost is unbelievable and I am able to assure my customers that their networks are monitored by certified professionals at all times. My customers couldn’t afford to pay someone to be on-site and do that for them.”

The Seismic managed services platform is also helping Computer ER identify and close project-based sales. “Customers are spending about the same amount of money, but we are able to create project-based work by going to that customer and pointing out what we’ve noticed from monitoring their network.”

According to Flint, the Ingram Micro Seismic Virtual Services Warehouse has given the company all the tools necessary to help its customers avoid time-consuming and expensive IT emergencies, while notably increasing Computer ER’s services and enabling continuous growth.

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Business Opportunities

If you’d like to expand your business or geographic reach like Computer ER did, consider partnering with Ingram Micro. For more information about Ingram Micro Seismic, or any of the other hosted services available through the Ingram Micro Seismic Virtual Services Warehouse, visit www.ingrammicro.com/seismic or call the Ingram Micro Services team at (800) 705-7057. For questions about our services, e-mail services@ingrammicro.com.

