



SEISMIC

**Company:** Preferred Technology Solutions (PTS)

**Headquarters:** Richardson, Texas

**URL:** [www.preferredtechnology.com](http://www.preferredtechnology.com)

**Employees:** 22

**Key Market Verticals:** Small business, real estate, oil and gas, manufacturing, government/education

**Specializations:** VoIP, wireless, Citrix and VMware

**Business Challenge:** Preferred Technology Solutions was burned by managed services early on and struggled to find the right technology solution and support to help build and grow its services offerings.

**Solution:** After a very careful review, PTS teamed with Ingram Micro's Services Division to build a successful managed-services practice using the Seismic Remote Monitoring and Management (RMM) software and complementary services offerings.

**Results and Customer Benefits:** In a matter of months, PTS established a growing managed-services business that commands recurring revenue and drives operational efficiencies, while radically improving customer service and support capabilities.

GROWTH INSPIRED – A Bold Vision in Services

Ingram Micro | Seismic

## CASE STUDY: PREFERRED TECHNOLOGY SOLUTIONS

### PREFERRED TECHNOLOGY SOLUTIONS CAPTURES A NEW LEVEL OF SERVICE EXCELLENCE WITH SEISMIC

Preferred Technology Solutions (PTS) has made its mark with customers by melding an engineering attitude with a customer-focused approach. Yet as the need for 24/7 IT support became more apparent within its clientele, PTS soon realized that business-as-usual wasn't going to cut it. The local solution provider needed to find a way to get closer to customers and take customer service to a new level of excellence without extending a tremendous amount of cash flow.

As an early adopter of managed services, PTS was jaded from its original experience with the emerging technology and remained skeptical. "We were one of the first companies to buy into an independent platform, and our experience was so far from the promise of 'buy this and you are now a managed service provider,' it was incredible," said Neil Medwed, president of Preferred Technology Solutions in Richardson, Texas. "We really got burned by trying to do it ourselves, and sunk over \$30,000 in hard costs and double that in soft costs into a software platform and mentality that didn't work for us."

Despite his negative experience with the independent software vendor, Medwed knew delivering managed services was a key to PTS' ongoing success. "Managed services enables us to get very close with our clientele, save them money and bring them expertise and support they couldn't afford otherwise," said Medwed. For PTS the real challenge wasn't identifying what to do next, it was finding the right technology solution and support to help build and grow its managed services offerings.

#### Solution

In March 2007, Medwed and his team decided to give managed services another try and after careful consideration, teamed up with the Ingram Micro Services Division. "Ingram Micro, knowing the pains we went through and our history with this technology,





promised that they would not let us down,” said Medwed. “We trusted them and bought into the Seismic hosted offerings and philosophy.”

With Ingram Micro’s help, PTS successfully and securely integrated the Seismic Hosted Remote Monitoring and Management (RMM) software into its existing services offerings. As part of the on-boarding process, the company considered how to best market the new service and communicate the services to its employees and, ultimately, its customers. From there, the solution provider worked with Ingram Micro to create procedures and processes to support the offering. Today, PTS is using the breadth of Seismic offerings, including Seismic RMM, Seismic E-mail and Web Defense, and Seismic Help Desk.

“With Seismic, we have the power and investment of Ingram Micro behind the offering, which gives us a greater feeling of comfort than we would have otherwise,” said Medwed. “They’ve committed to doing it right and haven’t let us down.”

### Results and Customer Benefits

Initial reactions from PTS’ customers on the Seismic RMM platform have been extremely favorable. It’s been so successful that PTS’ clients are signing monthly services contracts that range from \$4,000 to \$9,000. “It took time to get traction with managed services both internally and externally, but now that we’ve cracked the code and teamed with Seismic, our services business is growing stronger every day,” said Medwed.

*“Managed services enables us to get very close with our clientele, save them money and bring them expertise and support they couldn’t afford otherwise.”*

PTS’ customers are also reaping the benefits of these new offerings, realizing increased productivity and technological stability. “Now, our clients have an avenue for technical support that is efficient, effective and immediate. The productivity of internal IT rises and customer support goes up,” said Medwed. “Rather than the IT person using all their time addressing computer issues, users have a way to get their technical issue fixed without bothering the internal person or making multiple phone calls.”

Medwed says the company intends to grow its Seismic offering by focusing its efforts on selling the service at the executive level. “Managed services offer our clients a smarter way to manage their IT budget and ensure maximum uptime,” said Medwed. “One thing that has become clear to me is that it truly is an executive-to-executive sale. By keeping our sales focus on the decision-makers, we’ve been very successful promoting it to our clientele.”

PTS plans to offer Seismic Online Backup and Restore as part of its menu of managed-services options in the coming months. “We know we must continue to invest in these services, and that it must be a major focus of the company,” said Medwed, adding that he has seen more success in six months using the Seismic platform than the company saw in three years of using a competitive platform. “Seismic has taken lot of the work out of putting a solution together and shifted the odds in our favor, giving us a winning edge in the market.”

— Neil Medwed, president, Preferred Technology Solutions

### Business Opportunities

If you’d like to expand your business or geographic reach like Preferred Technology Solutions (PTS) did, consider partnering with Ingram Micro. For more information about any of the hosted services available through the Ingram Micro Seismic Virtual Services Warehouse, visit [www.ingrammicro.com/seismic](http://www.ingrammicro.com/seismic) or call (800) 705-7057. For questions about our services, e-mail [services@ingrammicro.com](mailto:services@ingrammicro.com).