



## **CASE STUDIES**

# **Local athletic company designs a custom outsourced IT solution**

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## CASE STUDY

# LOCAL ATHLETIC COMPANY DESIGNS A CUSTOM OUTSOURCED IT SOLUTION

## SITUATION:

The explosive growth of a health and fitness business in East Texas was threatened by technology systems that couldn't keep up. Backed by a private equity firm and in the process of opening a fourth location, this company needed to make big changes.

The business's leaders, trainers, and member services employees had zero IT expertise. None of the technology was organized or networked in a way that followed established best practices.

But truth be told, they didn't want or need an all-inclusive managed IT services package.

## THE TECH TURNAROUND SOLUTION:

Each of this company's locations needed a unique combination of IT support solutions:

- **Virtual Chief Information Officer:** As a project manager and vendor expert, the vCIO ensures that everything stays on schedule and costs less than MSRP.
- **Tech support help desk:** The vast majority of requests can now be resolved via phone, email, or web-based chat. When that's not enough, a technician is dispatched to fix the problem on location at no extra cost.
- **Cybersecurity services:** Every company computer needed specialized antivirus software as well as scheduled checkups for software updates and patches. In case those measures aren't enough, Tech Turnaround backs up files and documents in accordance with a personalized disaster recovery policy.

This client stood out from others for two reasons. First, their team used Google's G Suite instead of Office 365. Second, several of their supported computers and devices were Apple products. But from the perspective of an employee working at this health and fitness company, technology issues were resolved in essentially the same way, regardless of what type of computer or cloud productivity platform they use.

With more branch locations on the way, the Tech Turnaround team has already created a streamlined and systematic process for getting things up and running quickly. Now, the company can grow as quickly as they want without worrying about IT obstacles.