

Martinelli & Associates Leverages OS33 To Inspire Success and Strengthen Security

As rapid growth and a diversified staff of employees and remote agents forced Martinelli & Associates to reconsider how they viewed their office IT infrastructure, several needs had made themselves clearly obvious. As a motivational consultant group, the company's staff was often engaged in international travel, and yet reliable access to critical company data was confined primarily to email availability. To continue growing successfully, they needed a virtualized office infrastructure that not only delivered full remote data access, but did so in a secure and easily manageable fashion.



"It's a really nice thing to know that our data is safe. The ability to configure access at such a fine level has been very, very beneficial for us."

Laurie Olsen
Technical Director

Owner of motivational seminar group The John Maxwell Team, the West Palm Beach, Florida-based company selected the OS33 Cloud Desktop platform for this mission in 2013. Since migrating to OS33 with the help of Computer Solutions Unlimited, the firm has found turnkey versatility in their back office that has, in turn, paved the way for powerful rapid growth.

Client Overview:

Martinelli & Associates is an executive consultation firm, as well as owner of The John Maxwell Team, a group of motivational speakers and coaches specializing in the leadership methods of John C. Maxwell.

Key Business Needs:

Transition complete office IT infrastructure to a more cost-efficient and scalable cloud-based hosting resource, capable of providing robust role-based security while simultaneously offering reliable data availability to remote sales agents.

How OS33 Succeeds:

- Successful and completed migration from an application base system to a cloud-based, virtualized webtop and server environment
- The transition to the cloud-based environment enables secure client data consolidation in fully compliant, high availability remote storage facility
- Full mobile device integration enables staff to securely access company data from any location or mobile platform, leveraging BYOD (Bring Your Own Device) while maximizing security
- Strong role-based, granular security enables customer to isolate access rights to email and other critical company data based on manager-defined employee groups and operational roles
- New OS33 environment offers robust business continuity advantages, delivering reliable service despite weather and other disruptive local conditions

When Corporate Travel Demands Secure Role-Based Data Access

Through its John Maxwell Team division, Martinelli & Associates supports a very diverse office team in their mission to deliver the very best in international motivational and leadership training resources. Their staff consists of three tiers: a core staff of 20 employees and management personnel in West Palm Beach, an additional 50 associate staff members, and roughly 1,200 sales agents working outside of their Florida headquarters. Most of the company's data management at the time was conducted via email.

As the company continued to grow, however, this presented significant problems. Management wanted the ability to access critical company data remotely via mobile devices, but in a manner that offered reliable security and disaster recovery options. They also needed the ability to isolate access to specific company files based on user-defined groups and roles, enabling them to limit the scope of data availability to those employees and tasks that required it.

Consulting with Computer Solutions Unlimited (CSU), OS33 was the obvious choice for Martinelli & Associates. Stephen Kuska, President of CSU, said that the "Cloud Desktop" was the key differentiator providing integrated web-based access to all applications, data, email along with integrated file sharing and collaborative tools. The OS33 solution allows employees to work just as easily with web-based applications as it does SaaS-based from anywhere with any device. Cloud-based, reliable and flexible, the OS33 Cloud Desktop platform allows the company to control security with a powerful yet easy to use role-based security infrastructure.

OS33: Combining Flexibility And Security To Create Real Results

Today, Martinelli & Associates rely on the OS33 Cloud Desktop platform solution for all of their day to day operations, from email and document management to their Salesforce CRM database and financial record keeping systems. Since transitioning to OS33 in August 2013, the firm continues to enjoy strong growth and plans to bring more staff on board for new and more specialized service offerings.

Best of all, they now have the ability to collaborate effectively between sales, administrative and technical teams without sacrificing data mobility, security or ease of use.

"As we grow, it grows with us. Even when we are not in the same office working together, we can still communicate as though we were – and that makes this solution a powerful asset to our business."

Laurie Olsen
Technical Director

Application List

Office / Internet

Microsoft Office/Outlook

Internet Explorer

Microsoft Sharepoint

Salesforce CRM

QuickBooks

For more information, contact:



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