

# Managing Success

Using Managed IT Services to  
Slash Cost, Boost Business

**S**mall and midsize businesses (SMBs) are different from large enterprises. SMBs are entrepreneurs. They are nimble and can react more quickly to market changes. And they tend to be closer to their customers, as they need to meet their needs faster and better.

Not only do SMBs have different business characteristics than their larger counterparts, they have different IT needs when it comes to protecting and managing data and information. SMBs want technology solutions that are less expensive, easier to use, and simply put, work.

In addition, SMBs usually never have the necessary budget or trained IT staff required to deploy, manage, and monitor the latest security and data protection technolo-



By Courtenay Troxel

[Contents](#) 

< 27 >

## Business Enabler

Envoy Relocation Services needed a technology provider to help evolve the company, yet understand the limitations of a small business. Being a small business itself, SYGNET understands the issues small businesses face. “I know SYGNET understands my business challenges and it’s reflected in a lot of the recommendations they make,” notes Envoy Relocation Services’ Bruce Atyeo.

Specifically, SYGNET offers Envoy Relocation Services a more strategic and planned approach to technology that follows the growth and evolution of the business.

“We’re creating new processes, and it’s tempting to overspend on technology,” Atyeo states. “SYGNET not only sets us straight to make sure we’re functioning properly but also ensures that we’re not getting ahead of ourselves and buying software and hardware we don’t need.”

“Keeping Envoy Relocation Service’s business objectives in mind, I ensure the technology supports and grows with the business, while maintaining reliability—such as monitoring the network and keeping the security patches up to date—the basics that most people take for granted,” notes SYGNET’s Cameron Gracie.”



Bruce Atyeo (left), President, Envoy Relocation Services and Cameron Gracie, CEO and President, SYGNET

### Envoy Relocation Services

Founded: 1980  
Location: Oakville, Canada  
Employees: 6  
Symantec Partner: *SYGNET Systems, Inc.*  
Website: [www.go-envoy.com](http://www.go-envoy.com)

gies. Yet, this does not mean they are any less concerned with losing vital business information or customer data.

Symantec’s 2010 SMB Information Protection Survey revealed that SMBs spend two thirds of their IT time on data protection. And they are right to do so; losing customer data for an SMB could very well lead to the possibility of going out of business.

This is where managed service providers (MSPs) play a key role.

### Transfer risk, gain rewards

By outsourcing all or part of their IT, SMBs get resource-intensive IT operations without the necessary overhead, allowing them to keep costs down and focus on their business.

Using the MSP approach opens up opportunities for SMBs that align closely with their business needs. Key benefits include:

- Ability to focus on running the business



## Certified Expert

Three industry PR veterans—Linda Faiss, Helen Foley, and Melissa Warren—built Faiss Foley Warren PR and Government Affairs (FFW) through their commitment and expertise in the PR field, and they sought out a MSP with the same credentials.

“Kortek Solutions is a small but mighty firm in terms of its knowledge and expertise in IT and understanding our business,” notes FFW’s Melissa Warren. “The company is one of Southern Nevada’s leading IT firms and is affiliated with great companies like Symantec.”

Aside from being knowledgeable in IT, Kortek Solutions holds quarterly meetings to ensure IT aligns with the business.

“The discussions not only detail how Symantec Mail Security for Microsoft Exchange is blocking 99 percent of spam and stopping 100 incidents of malware daily, but how IT can continue to improve productivity and increase efficiency,” explains Kortek Solutions’ Lyle Epstein. “Because FFW is constantly on deadlines, anyway I can make them more effective and get more done in less time is my ultimate goal.”



### Faiss Foley Warren Public Relations and Government Affairs

Founded: 1998  
Location: Las Vegas, NV  
Employees: 10  
Symantec Partner: *Kortek Solutions*  
Website: [www.ffwpr.com](http://www.ffwpr.com)

Melissa Warren, Managing Partner, Faiss Foley Warren Public Relations and Government Affairs, and Lyle Epstein, CEO and President, Kortek Solutions

- Flat or fixed monthly rates that provide predictable IT support costs
- Availability of state-of-the-art technologies without capital and operations expenses
- 24/7/365 IT support leading to increased reliability and productivity
- Access to a virtual team with skill sets that enable business agility and growth
- One throat-to-choke mentality versus disparate vendor support

Chris Liebert, a senior analyst of Security Services at IDC, puts it this way: “Instead of managing IT themselves, SMBs should take advantage of the IT expertise, best practices, and economies of scale MSPs have to offer. This also allows SMBs to avoid increasing operating and capital costs.” Based on conversations with IDC’s Liebert, as well as SMB and Symantec Partners,





“The ability to provide our clients with a suite of security and data protection products that work together **gives them comprehensive protection**, while saving money in the long run.”

– *George Ilko, Co-founder and Chief Technology Officer, Vitality Consulting Services*

the following factors emerged as the primary reasons SMBs engage MSPs.

**Focus on the business delivers flawless service**

A key role of MSPs is to relieve SMBs of day-to-day IT operations, thereby allowing them to focus on strategic initiatives—like their business. Envoy Relocation Services, a relocation management company, did just that.

Although Envoy Relocation Services was founded three decades ago, they’re pioneering a new business model. Envoy Relocation Services is expanding its services to membership organizations, such as Costco, to offer relocation services to its Costco

members. As a result, Envoy Relocation Services is in an experimental stage with many of its processes and is working on perfecting the service delivery model.

“My job is to deliver relocation services to our clients flawlessly, not to focus on IT,” says Bruce Atyeo, president of Envoy Relocation Services. “But technology is critical to enable our employees, processes, and offerings to work together and deliver flawless service.”

To meet this goal, the technology approach must be viable. Eventually, lack of flexibility and scalability proved to be too unwieldy for Envoy Relocation Services. Behind the scene, Envoy

Relocation Services had reached a point where all the patchwork the company had in place started to fall apart—along with its disparate vendors who put it there. So Envoy Relocation Services turned to SYGNET Systems, Inc., a Symantec SMB Specialists Partner, to help them get their technology act together.

“To effectively address Envoy Relocation Services’ IT issues, we mapped the technology requirements to the current business needs and planned for growth,” says Cameron Gracie, president of SYGNET. “And I look to Symantec to allow us to deliver reliable, high-quality service to our clients whether it’s security or system backup and recovery.”

After a server upgrade and desktop refresh to Microsoft Windows 7, SYGNET deployed Symantec Protection Suite Small Business Edition—tapping Endpoint Protection and Mail Security for Exchange—to protect

 **Webcast**  
Strategies on building complete data protection.

 Contents

**“I look to Symantec to allow us to deliver reliable, high-quality service to our clients whether it’s security or system backup and recovery.”**

– Cameron Gracie, CEO and President of SYGNET

Envoy Relocations Services’ desktops, workstations, laptops, and servers with the end result being a more efficient service delivery.

**More secure data protects the brand**

According to the SMB survey, 73 percent of SMBs experienced cyber attacks over the last year, with losses averaging more than \$188,000. “Threats are becoming more targeted and harder to detect, with a huge increase in those attacks occurring at the application layer on Flash applications and PDFs,” IDC’s Liebert states.

As threats become more prolific, SMBs need a more comprehensive approach to security that MSPs can provide. “Having to manage all the

security aspects—the firewall, data loss prevention, intrusion detection, and everything in between, is a daunting task even for a full time in-house security manager,” Liebert observes. “MSPs have the economies of scale to proactively and remotely check alerts and keep mature security processes up-to-date, such as vulnerability assessments.”

For example, Symantec Silver Partner Vitality Consulting Services, Ltd., based in London, provides managed services as a strategic method for customers to improve the effectiveness and efficiency of their IT. “When a system, network, server, or critical application goes down, it affects our customer’s business and profitability,” says George Ilko, co-founder and chief technology officer at Vitality

Consulting Services.

Vitality Consulting Services focuses its efforts on giving customers a holistic plan of attack to solve IT challenges—from security to data protection with products suites such as Symantec Protection Suite Small Business Edition. “The ability to provide our clients with a suite of security and data protection products that work together gives them comprehensive protection,” Ilko states.



**Webcast**

Fast and fit security and data protection for SMBs.

SYGNET’s Gracie adds, while Symantec Mail Security for Exchange keeps out spam and malware, it also does not create a lot of false positives. “Companies talk about their catch rate, but few share their false positive rate like Symantec, which is minimal, if any,” Gracie says. “In addition, we are able to have systems reporting into a centralized server and see what is happening at any given moment to provide excellent protection, while not affecting the business.”



“Symantec Endpoint Protection **has also made the hassle and headache of machines getting infected pretty much nonexistent**, resulting in no downtime.”

– Lyle Epstein, CEO and President, Kortek Solutions

**Information at the speed of light**

Public relations (PR) is all about information. The Internet and new technologies have transformed the speed at which information is received and delivered today.

For Faiss Foley Warren Public Relations and Government Affairs (FFW) located in Las Vegas, managed IT services helps the company increase productivity so they can collect and disseminate information to the media at lightning speed.

“In a city that never sleeps, we run a fast-paced business, getting information out almost instantaneously to our media partners,” says Melissa Warren, managing partner at FFW. “We process huge amounts of information, which means we require a

reliable system that meets our capacity needs.”

To address its unique business challenges, FFW chose to outsource IT to Kortek Solutions, a Symantec SMB Specialists Partner. “We rely on the Kortek Solutions team to manage everything from our servers to backing up files, making sure we have the proper firewalls and filters in place, as well as synchronization of our BlackBerry devices to our network,” Warren explains.

FFW sends and receives a tremendous amount of email, including large files such as photos, running on Microsoft Exchange Server 2007. Kortek Solutions deployed Symantec Protection Suites Small Business Edition, with Symantec Mail Security for

Microsoft Exchange, Symantec Endpoint Protection, and Backup Exec System Recovery.

“Email is their virtual paper trail, and it is critical for us to ensure the Exchange database is backed up quickly and properly using Backup Exec

System Recovery,” notes Lyle Epstein, CEO and president of Kortek Solutions.

“Symantec Endpoint Protection has also made the hassle and headache of machines getting infected pretty much nonexistent, resulting in no downtime.”

**Cost control: a win-win scenario**

Controlling cost is also a major issue for SMBs—as well as for MSPs. “Being proactive instead of reactive in areas such as ensuring backups are working and restores are possible is important,” Kortek’s Epstein states. “When our customers’ IT systems are infected, it ends up creating downtime and

 **Podcast**  
Strategies on how to survive a business.



more remediation work for us—and that costs us money.”

Because MSPs offer a flat rate, their main objective is to afford their clients the highest quality products and support. “In a break fix model, one problem can lead to another—a domino effect,” IDC’s Liebert notes. “MSPs have a clear understanding of their clients objectives and their IT environment which helps to eliminate ongoing issues.”

“Our goal is to not have fires,” SYGNET’s Gracie notes. “Because of our flat rate, I don’t want expensive technical staff spending time cleaning up junk. It’s a problem for the client, a cost for us, and we’re not making any money.”



**Video**

An overview of protection suite for small businesses.

Vitality Consulting Services conducts initial audits for its customers to identify their security strengths and weaknesses. In addition to finding inherent vulnerabilities in their system, Vitality Consulting Services often discovers that many customers are not maximizing their existing software and hardware investments to their fullest potential.

“Most customers use maybe 20 percent of their IT capacity,” Ilko concludes. “One of reasons we do an audit is to show clients what they have and how to optimize their existing infrastructure, rather than try to sell them more pieces, saving them money in the long run.” Cost savings and business growth. Two compelling reasons to jump on managed IT services.” ■

*Courtenay Troxel is managing editor for The Confident SMB and CIO Digest, and a manager of online content and newsletters at Symantec.*

Paying three times more for storage than necessary?

**CONTROL YOUR DATA.**

Learn about Storage Management ▶

