

NetEffect is a Las Vegas-based leader in Information Technology. NetEffect serves as the full IT support department to Tix4Tonight, providing a wide range of IT services that include:

- 24x7 IT support
- Application and data hosting on MyGrid, NetEffect's cloud computing platform
- 24x7 server and network monitoring
- VoIP phone system management and administration
- WAN management and administration
- Daily data backup administration
- Monthly PC and server patching
- Completion of all IT-related projects

## NetEffect & Tix4Tonight

### *Flexibility, Reliability, and Local Presence*



There's a famous adage that, in the world of commerce, there's 'no business like show business.'

Kim Simon would likely agree.

As Chief Operating Officer for Las Vegas-based ticket seller Tix4Tonight, Simon is all-too-familiar with the unique ins and outs of running a successful show business related company, along with the accompanying strong reliance on an information technology infrastructure.

### Reliable IT Designed To Meet High Expectations

Indeed, given the extreme importance of reliable and efficient IT to her company's daily ticket selling operations, Simon may understand better than many other COOs the critical role IT plays in her company's financial success.

"We're very engaged with our IT, and have extremely high expectations of both system uptime and customer service," explains Simon. "We rely on NetEffect to notify us of any relevant technology issues, and given that they've been managing our IT services for over a year, we're confident they'll also be familiar enough to proactively recommend ways to improve our technology."

Unlike many other businesses, Tix4Tonight's end product – discounted same-day tickets for Las Vegas productions – is extremely time-sensitive; little wonder, then, that even the notion of IT-related 'downtime' is unacceptable to Simon and her company.

"In our business, any downtime can cost us significant losses," explains Simon. "We're open for business 7 days a week, 365 days a year with zero downtime, and so we need – and expect – our IT team to be available for **any** urgent issues that arise.

"With NetEffect, we've found them to be very knowledgeable and, of equal importance, responsive whenever we've reached out for IT assistance and support."

### Daily Ticket Sales Leave No Time For IT Downtime

Ida Mabesa, Tix4Tonight's Administrative Coordinator, adds that the nature of their company's business – utilizing technology in selling a time sensitive product to the general public – means that those responsible for managing their IT have to be both willing **and** able to respond quickly as events unfold.

"We can't just stop selling our products if we encounter IT issues," she explains. "And when some IT issues need resolution, it can sometimes require that the work be done after hours (so as to not be operationally disruptive). We simply can't stop ticket sales due to IT issues during business hours, which in our case run from morning until late in the evening."

NetEffect CEO and founder Jeff Grace says he's very comfortable meeting Tix4Tonight's rigorous uptime requirements.

"We recently moved over a dozen virtual servers for Tix4Tonight to our data center infrastructure, with zero downtime during their business hours," Grace explains. "It took a lot of planning and preparation, but the transition was never visible to their customers."

## Flexibility Is Key To Meeting The Client's IT Needs

"We've been very impressed with just how accommodating NetEffect's team has been to our company's needs," says Mabesa. "They've been very flexible in adjusting their schedules, especially when we were trying to pin down exact dates to move or open stores."

According to Jeff Grace, responsiveness and flexibility are keys to a successful relationship between his firm and clients such as Tix4Tonight.

"Providing both quality and responsive IT management is a hallmark of our company's operations," explains Grace. "We understand just how important IT is to our clients' bottom line, and we are always committed to doing whatever it takes, and whenever it's required, to ensure that clients' individual needs are met."

"We also understand that no two clients are alike, and so, as is the case with Tix4Tonight, we try to remain as flexible as possible to provide the customized level of quality IT service each of our clients expects, and deserves."

## Local IT Service Helps Ensure A Timely Response

As a Las Vegas-based IT company, NetEffect's proximity to its clients is a crucial factor in fulfilling its commitment to providing a timely response – a fact not lost on Simon.

"It's very important to us that our IT management company be locally-based," explains Simon. "There are problems that can require immediate, onsite service that simply could not be done without a locally-based support team. The fact is remote service can be very limiting when it comes to troubleshooting items requiring a physical onsite presence. Remote support alone just can't provide the same level of service as does a locally-based IT support team such as NetEffect's."

## Possessing The IT Resources & Skills To Serve Multiple Locations

Another unique logistical challenge posed by Tix4Tonight is the multiple locations the company operates in Las Vegas.

"Having multiple outlet locations means we also have multiple IT requirements and restrictions based on size or location," says Mabesa. "And if our network goes down, we won't have to worry about just one, but all of our locations. In addition, all of our IT maintenance and upgrades have to be scheduled so as to not interrupt our operations – downtime due to IT is just not an option."

Simon adds that as her company's IT partner, NetEffect must also be familiar with the technology at each of Tix4Tonight's 11 retail locations, as well as the IT system at its corporate offices in both Las Vegas and Los Angeles.

"We were really in need of an IT partner with staffing that offered both the size –and talent – required to ensure proper maintenance of our IT systems at all of our locations, including our administrative office here and our corporate office in LA," says Simon.

For his part, Jeff Grace is undaunted by the challenges presented by his client's multiple locations.

"Ensuring the uninterrupted IT functions at all of Tix4Tonight's 13 locations is in keeping with our company's commitment to doing whatever it takes to offer clients the highest possible quality of IT service and support," says Grace. "Whether it's one central location, or a multitude of locations, we approach each client's IT needs with the same level of commitment, and we also commit whatever resources are required to meet those needs."

## IT Management For A Business 'Like No Business You Know'

So while selling tickets to some of the world's greatest shows is, indeed, like "no other business," there's another show business adage that explains Tix4Tonight's success: "come what may, the show must go on."

By providing uninterrupted IT support and management services for Las Vegas' premier ticket selling company, NetEffect plays its part in continuing that long-standing show business tradition – ensuring that ticket sales will, indeed, go on' – each and every day.

### ABOUT NETEFFECT

NetEffect is a privately held, full-service provider of computer and information technology support and consulting services. Founded in 2002, and based in Las Vegas, NetEffect attained the first Service Provider license by the Nevada Gaming Control Board in July, 2012. The company is located at 5575 S. Durango Drive, Suite 110, Las Vegas, NV 89113. For more information, contact NetEffect at (702) 318-7700 or visit the firm's website at [www.neteffect-it.com](http://www.neteffect-it.com).

