

## CASE STUDY

### COMPANY

IT CONTINUITY, LLP ITC

### INDUSTRY

MANAGED SERVICES

*"With LOGICnow, I can offer small and medium sized businesses all of the advantages of big business IT, without the high costs."*



**JOSH VAN DEN WILDENBERG**  
CHIEF EXECUTIVE OFFICER

**IT Continuity** is a managed IT services provider that delivers affordable solutions for small and medium sized business.

IT Continuity (ITC) is based on a simple premise that small and medium businesses (SMBs) deserve great IT support. Company founder and CEO Josh Van Den Wildenberg shares, "SMBs have had limited access to IT solutions that have helped many large companies save a great deal of time and money while increasing their productivity. ITC delivers the same advantages to SMBs at a price they can afford." ITC is a Microsoft Certified Small Business Specialist and Certified Professional since 2003.

### THE CHALLENGE

"It started as it often starts with SMBs. At a small accounting firm's holiday party, I was singled out as the 'IT geek' and quickly approached by one of the tax partners who sought IT counsel. Boy did they need it!" Josh said. "To make a long story short, I spent Memorial day weekend rebuilding their entire network, and they loved the result." It was then that Josh identified his passion: to deliver big business IT advantages to SMBs at a price they can afford.

Josh states, "I realized then that small and medium sized businesses don't have the IT advantages of larger companies – they are used to approaching friends, acquaintances, far flung relatives, etc. for IT 'favors' to keep their networks up and running." Josh set out to provide affordable IT solutions so that SMBs could depend on their network reliability without having to call in favors. "System downtime is a serious drain on productivity and revenue for any business, no matter what size, and it often results in major business disruptions and lost customers. Providing SMBs with affordable IT solutions that lets them focus on their company goals, not the latest IT fires, has been very well received.

"Perhaps it was too well received, at first," Josh chuckled. "It turned out that my guess was right – there were many SMBs that wanted the IT advantages the big guys had." Josh quickly gained a large number of clients. In those early days, he offered a break/fix scenario – if something broke, he fixed it. Josh comments that, with a large number of clients and a break/fix strategy, he kept busy, but never knew what he was going to be doing next. "I couldn't be proactive; I couldn't plan or schedule IT tasks to take care of problems before they happened."

### BENEFITS AT A GLANCE

**ITC shares benefits of their MAX platform solution from LOGICnow:**

- ✓ Convenience: One line of sight into all managed networks
- ✓ Security: Robust antivirus, patch management and web protection
- ✓ Proactivity: Proactive IT Managed Services
- ✓ Loyalty: Increased customer trust and loyalty
- ✓ Productivity: Time savings and increased productivity

## THE SOLUTION

When Josh decided to try the MAX Remote Management free trial to see how it might help him be more proactive, it didn't take long to become convinced. "MAX Remote Management ran for about a week – everything looked good. Then, a week into it, checks failed for a server motherboard, giving us the heads up and lead time we needed before it crashed. That's when I knew LOGICnow was for me," Josh stated.

Josh immediately offered MAX Remote Management services to his customers and the majority of his customers eagerly signed on to receive this proactive support. Today Josh relies on MAX Remote Management, MAX Service Desk and MAX Mail.

Josh shares his list of LOGICnow features he can't live without:

- **Reporting Dashboard:** Seeing all of the IT environments I manage from one pane of glass is priceless. Without this insight I don't have the ability to be proactive. I depend on this level of insight.
- **Team Viewer:** Being bundled with the LOGICnow MAX Remote Management platform is a Godsend. I don't have to have my clients go get it, it's already there. I can access my client's computer anywhere anytime to ensure their IT environment runs smoothly.
- **Managed Antivirus with Bitdefender:** MAX Remote Management antivirus with Bitdefender blocks everything – I haven't had one virus loose on the network. It automatically detects and blocks all types of malware, ranging from viruses, Trojans, worms, spyware, phishing, and rootkits, to ROP exploits, including zero-day and ransomware. It even helps fight off APTs and botnets. Before we switched to Bitdefender I reviewed independent tests and was very pleased to see that it is a very highly rated product announced as Product of the Year by AV Comparatives, Triple PC MAG's Editor's Choice and a PC WORLD top product. I couldn't be happier with this product.
- **MAX Remote Management Web Protection:** I can block all known malicious sites. If a website is known to be malicious, clients can't accidentally go there. If a link in an email houses a virus, it doesn't let them go there.
- **MAX Service Desk:** I love MAX Service Desk! Tracking and billing for what I do is crucial. My clients love this new feature and can submit their own tickets through my unique website which has my company name, but the back-end is MAX Service Desk. With MAX Service Desk I can expand my business

## ABOUT ITC

IT Continuity, LLP is based on a simple premise that, small and medium businesses deserve great computer support. Small businesses for years have had limited access to Information Technology solutions that, until now, have only been available to larger organizations. These new technologies have helped many large companies save a great deal of time and money on their IT costs while increasing their productivity. IT Continuity offers that same kind of IT computer support to smaller operations, either remote via internet access or onsite.

Contact us today to start the process of your IT outsourcing with an assessment of your IT operations. We will evaluate your individual needs and identify any potential issues.

ITC uses proven network and desktop methodology to improve your overall network performance and staff productivity. ITC is a Microsoft Certified Small Business Specialist and Certified Professional.

without having to expand my staff. It also enables me to track trends and be more proactive in planning to best meet my client's IT needs.

- **MAX Mail:** One of the most economical spam filtering email systems I've seen. MAX Mail blocks unwanted emails taking weight off of the end servers and gives my clients the ability to allow questionable emails through while still preventing viruses.
- **LOGICnow Support Team:** "In addition to all of the features and functionality of the MAX platform, the LOGICnow Tech Support Team has been fantastic," Josh comments. "I have never received such good tech support in my life and I've been doing this for over 20 years. Those guys are spot on 98% of the time. I wouldn't be able to do what I do without having them at my back. They are all great to work with."

## THE RESULT

My entire business has benefited for the ability to proactively manage my customers' IT environments. Break/fix is good, but preventing problems from happening in the first place is game changing. LOGICnow enables me to do exactly what I set out to do in a much more powerful way. Today, SMBs have all of the advantages of big business IT, without the high costs.

## LAYERED SECURITY

## COLLECTIVE INTELLIGENCE

## CROSS-PLATFORM

LOGICnow delivers the only 100% SaaS, fully cloud-based IT service management (ITSM) platform, backed by collective intelligence and the highest levels of layered security. LOGICnow's MAX products, including Risk Intelligence, Remote Management, Backup & Disaster Recovery, Mail, and Service Desk, provide actionable insights, helping IT professionals rewrite the rules of IT.

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