Why Duncan McIntosh switched to BRITECITY to solve challenges with IT in-sourcing

How having an IT provider in Orange County addressed maintenance and support issues

Founded in 1979, the Duncan McIntosh Co. publishes The Log newspaper, southern California's quintessential fishing and boating news source, and Sea Magazine, the voice of Pacific Coast boating for more than 100 years. It also produces a number of high-profile boat shows, including Newport Beach (the West's largest in-water boat show), the Los Angeles Boat Show, LA Harbor Boat Show, San Diego International Boat Show, and the Fred Hall Shows in Long Beach and San Diego.

THE BUSINESS CHALLENGE

The Duncan McIntosh Co. employed an in-house IT support person for about six years. When Debbie Brock, vice president and general manager, took over the organization's payroll functions, she discovered that this individual had not been regularly maintaining the computer systems or updating the software.

Following a referral, the company hired an outside IT service provider to host their servers and handle other IT-related duties. However, this led to a number of new problems, such as the servers going down for more than two weeks, delayed responses to technical issues, and remote staff being unable to access the systems. This led Brock to look for a new IT services provider.

"We did some research on companies that would be available to provide local, in-person IT support, that had more than one person handling IT issues, and that could handle doing on-site visits during business hours at our employees' homes, as they were working remotely," said Brock. "Even though BRITECITY prices were a little higher than their competitors, I knew that you get what you pay for. I expected more out of them and I expected to have the work done right."

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CASE STUDY
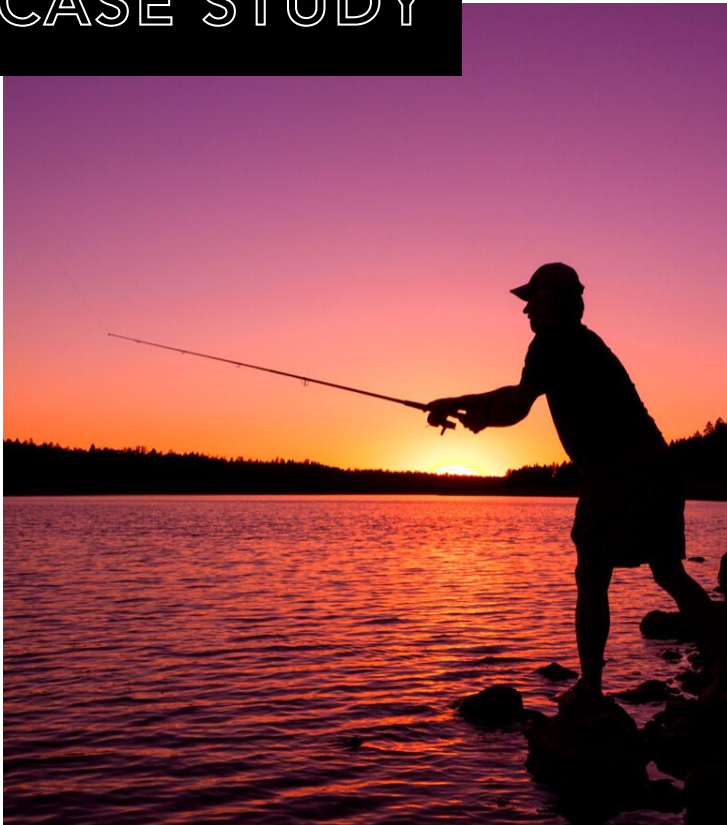
THE RESULTS: THEKITCHEN IN ACTION

BRITECITY employed theKITCHEN, its unique method to build continuous improvement into an organization, to help clean up the IT problems inherited from previous IT support personnel. Its fixed fee arrangement eliminated Duncan McIntosh's spotty service coverage and month-to-month billing fluctuations, and being located in Orange County enabled them to provide on-site support to remote employees.

BRITECITY set up a data backup service to secure Duncan McIntosh's emails and data to prevent unforeseen downtime and keep its people operational should an unexpected disaster strike. They are currently updating the company's spreadsheets to ensure that passwords, account information, and other key data are accurate and properly maintained.

"I have the ability to pick up the phone and call them and say, 'Hey, I just put in a ticket, I need this done right away, it's urgent' and they're on it," said Brock. "I can send an email or whichever way works out best. And they've been great as far as getting on stuff and getting it taken care of. I'm glad we made the decision we made."

THE SOLUTION: WHY IT WAS EASY TO SWITCH TO BRITECITY

During the interview process, Brock made it clear that BRITECITY would inherit a number of serious issues created by both the internal and external IT service providers. She explained that she was not an IT person and did not want to be. She just wanted them to deal with any IT issues and clearly explain what they would do to solve them.

Chad Gniffke, CEO of BRITECITY, assured Brock that they would start taking care of IT issues even before Duncan McIntosh completes the onboarding process. He made it clear that they would be available to handle on-site and remote IT issues, all the work would be clearly explained, and there would be complete transparency with respect to the costs involved.

BEST PRACTICES USED

BRITECITY employed the following best practices when working with Duncan McIntosh:

- Continuous process improvement within the organization
- No more server management
- Provision of remote and on-site IT support
- Easy onboarding and offboarding of employees distributed throughout California and Washington
- Maintaining and securing of technical documentation

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