

## Coeus Consulting Case Study:

### Berge Automotive

# COEUS

Explore how Berge Automotive Group maximizes ROI and minimizes IT overhead with Coeus Consulting's integrated IT managed services.

## Overview

Coeus Consulting's proven solutions, including managed cybersecurity operations, AI-email security protection, endpoint security, IT asset management, lifecycle management, and 24/7 support, enable Berge Automotive Group to achieve unparalleled system reliability, enhanced data security, and strategic IT resource optimization.



## Background

Brent C. Berge, the company's sole owner, is married with five children. He graduated from the University of Arizona in 1962 with a B. S. Degree in General Business. Mr. Berge started his career in 1962 as a salesperson at Smiley/Berge Ford. He was promoted to truck manager of that dealership in 1965. He remained in that capacity until 1972, when he opened his first dealership, Berge Mazda. He also opened Desert Toyota that same year. Brent merged with the Mazda store with Volkswagen in 1976. He went on to open several more stores, including Bell Ford in Phoenix, Fiesta Lincoln in Mesa, Bell Lexus North Scottsdale in Scottsdale, and Arrowhead Lexus in Peoria. Whenever you see Mr. Berge as he visits and supervises the various dealerships, make sure to say hello.

Mr. Berge's father, C.M. "Shorty" Berge, began his career in 1942 as a partner at Madison Motors, in Phoenix, Arizona. Mr. C.M. Berge opened Smiley/Berge Ford as a full partner in 1951 and purchased Mr. Smiley's interest in 1965, at which point the dealership became Berge Ford. The Berge family has a highly regarded reputation for integrity, business sense, and success everywhere they do business.



## Berge Company Culture

**1#**  
#1 Priority- Identify and satisfy the needs of our customers!

**2#**  
We will not do anything illegal, immoral, or unethical

**3#**  
Your Attitude determines your altitude

# Challenges

Automotive dealerships, such as the Berge Group, face significant IT and cybersecurity challenges. The immense volume of sensitive customer data, from financial details to personal information, presents a constant risk of data theft and necessitates rigorous privacy compliance with regulations like the FTC Section 5 Safeguards Rule.

Beyond security, ensuring 100% uptime for critical systems supporting sales, finance, service, and parts departments is a persistent battle against outages and system failures that can instantly halt operations and damage customer trust.

 Data Protection

 Compliance Risk

 System Downtime

 Cyber Threats

## Coeus Consulting Solution

### Challenge 1:

The dealership requires additional resources to support desktops, provide helpdesk services, and maintain 24/7 monitoring.

### Solution 1:

Leveraging Coeus Consulting as our outsourced IT provider, the level of service, access to their leadership team, and consistent resolution regarding our open tickets set this apart from the rest of their competitors.

### Challenge 2:

The need to address increases in email spam, cybersecurity attacks, and risk to consumer data.

### Solution 2:

By leveraging various managed services tools from Coeus Consulting, including AI-powered email security, the dealership has significantly improved its security posture.

### Challenge 3:

The dealership faces several challenges in hiring and keeping top IT engineering talent.

### Solution 3:

Thanks to our outsourced relationship with Coeus, the dealership team is far more productive and efficient, as the turnaround time for IT-related issues is significantly faster.

## Why Coeus Consulting?




"If you need a reliable MSP/MSSP, Coeus is a one-stop shop that will make sure you are taken care of."


Justin Wilcox  
IT and CRM Director Consultant  
 Berge Auto Group  
 Gilbert, Arizona

Ready to optimize your IT and boost ROI like Miller Wholesale Lumber?

Partner with Coeus Consulting for unparalleled system reliability, ironclad cybersecurity, and maximized efficiency

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