

CASE STUDY

Interstate Restoration

For over twenty years, Interstate Restoration has been a leading provider of emergency response and general contract services for both commercial and residential restoration projects. With over 50 locations throughout the United States and Canada, Interstate is the second largest restoration company in North America.

Throughout its history, Interstate has constantly focused on delivering an outstanding customer experience and building its reputation on industry-leading safety programs and job quality. As a result, Interstate has served a variety of customers from Fortune 500 companies to small businesses as they turn to the Interstate team to get back to business and life after disasters.

Over the last several years Interstate experienced accelerated growth both organically as well as through several acquisitions across the United States and Canada.

As Interstate continued to scale operationally, they were not able to achieve the same performance and scalability within their IT organization. Technology remained an internally focused department without the service orientation and standardization required by a large-scale enterprise. Interstate was making large capital investments in infrastructure rather than leverage more advanced cloud technologies. Interstate was also focused on tactical IT operations rather than more strategic initiatives that directly addressed their company's mission to accelerate the entire claims process and drive enterprise value.

Business Challenge

Interstate was looking for a better way to scale their growth and improve overall performance without continuing to make significant capital investments in infrastructure. They recognized their current approach and team was not going to serve the needs of the business moving forward. They needed a strategic technology solution that would immediately improve their current performance and rapidly drive long-term value across the enterprise in the following areas:

- **Network and server infrastructure:** Interstate was about to invest hundreds of thousands of dollars in new hardware infrastructure and was experiencing numerous performance problems. They had heard about cloud infrastructure but lacked the internal capabilities to assess and architect a cloud alternative.



- **Service Desk Support:** Interstate's service desk support was performing well below expectations. There were no internal SLA's, trouble tickets were not being tracked on a consistent basis, personnel were not trained or possess professional certifications and there were no consistent surveys or tracking on service desk performance. All of this was having a negative impact on end user's ability to effectively conduct business internally and in the field on a daily basis.
- **Strategic approach:** With the long series of acquisitions and organic growth, Interstate had not developed technology standardization, proper controls, an enterprise architecture and a long-term planning process. Interstate needed a trusted partner to help create the model including people, process and technology to support the long-term vision of the company.

Fortunately, the leadership at Interstate Restoration realized they needed a strategic technology partner that could help them successfully make the shift both tactically and strategically to support the long-term mission and vision of the company. They recognized that a traditional managed service provider could not offer the strategic approach required to drive enterprise value at Interstate.

Technology Solution

Elevate Services Group delivered a comprehensive managed technology solution to Interstate including a strategic approach to IT management and security, managed network, managed cloud infrastructure, and service desk services:

Strategic IT approach

Using Elevate's proprietary Discovery, Analysis, Roadmap and Timeline (DART) methodology, Elevate was able to develop a three-year roadmap to serve as an initial template for long-term technology planning. Within this process Elevate was able to gain a full understanding of the people, process and technology issues at Interstate. From this foundation, Elevate was able to prioritize business driven technology initiatives that would drive the greatest return on investment for the company.

Through the DART process and early stages of engaging in Elevate's virtual CTO services, it was discovered that there were some low cost, high impact software solutions that could differentiate Interstates services in the marketplace and help Interstate achieve significant efficiency in their business processes. Processes that were typically manual and lacked any visibility with the customer are now fully automated and give customers direct access to activities taking place in the field in real-time via their mobile device.

Managed infrastructure and service desk support

A managed public cloud solution was going to bring immediate performance improvement to Interstate at a fraction of the cost of the proposed capital investment with a "zero footprint" solution. With Elevate's certified Cloud Engineers, Interstate gained immediate and ongoing expertise to develop an enterprise cloud architecture that offered an optimal infrastructure solution that met the current and future needs for scalability at Interstate with the greatest cost benefit value proposition for the organization without having to worry about costly upgrades or ensuring the latest server technology.

In addition to managed public cloud for infrastructure, Interstate chose to utilize Elevates certified service desk professionals for help desk support to the several hundred employees at Interstate. Using the Elevate Service Desk Knowledge base, all tickets are tracked and problem resolution is shared with the goal of resolving issues with the first contact, on the first time with the best service experience.


Elevate also supports extended service hours, standard Service Level Agreements (SLA's), Quarterly Business Reviews and surveys to ensure the internal service experience maximizes Interstate's external customer experience.

Outcome

By moving to a fully cloud infrastructure through Elevate Services Group, Interstate was able to benefit from significant improvement in performance and service quality, while reducing costs through their infrastructure initiatives. Elevate was also able to drive high impact enterprise value at Interstate through technology initiatives that focused on process efficiencies and visibility across the claims process thus improving the overall customer experience. As a result of Elevate Service Group's efforts, Interstate achieved the following outcomes:

- **Increased enterprise value:** based on Elevate's strategic approach to IT at vCTO services, Interstate has already begun to improve its overall customer experience, increased visibility to customers, improved productivity to its field employees, created a differentiator for field sales personnel all in alignment with their mission to accelerate the claims process and create an outstanding customer experience.
- **Improved infrastructure performance:** after running a complete analysis on Interstate's infrastructure requirements, they were migrated to a public cloud solution which lead to immediate performance improvements at a fraction of the cost of the previous capital intensive solution.
- **Increased service quality:** by implementing Elevates Service Desk Support, response times and service standards dramatically improved at Interstate. Overall satisfaction improved by more than 70% within the first six months of service and Interstate now has direct visibility in to all service requests in order to continue to improve performance moving forward.

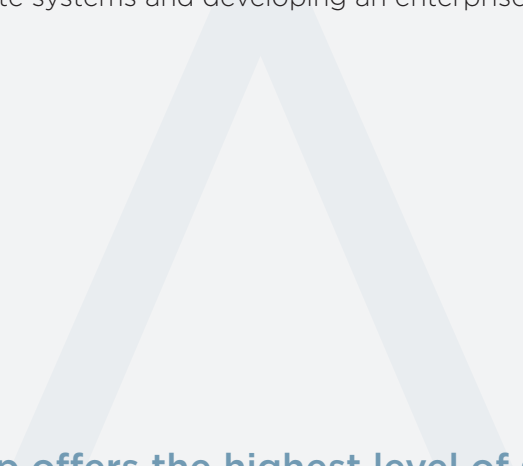
By engaging with Elevate Services Group as their strategic technology partner, Interstate has successfully addressed their needs for greater IT performance while dramatically shifting their focus to more strategic IT initiatives that positively impact overall enterprise value through productivity improvements with field service personnel, better customer and partner visibility in to processes and using technology to deliver customer value and differentiate Interstates services versus competitive alternatives.



Interstate was able to benefit from significant improvement in performance and service quality, while reducing costs through their infrastructure initiatives.

At Elevate Services Group, we help companies avoid these blind spots seamlessly without having to invest in a Fortune 1000 infrastructure for planning, process, people and governance.

We have senior leaders of large scale corporate IT organizations and businesses that understand the people, process and technologies required to avoid blind spots based on experience. We have business and technology experience having navigated through each stage of business growth. We support the latest cloud technology with certified engineers that fully leverage the cost/benefit of utility computing. We have trained consultants that understand the complexities of integrating disparate systems and developing an enterprise architecture perspective as companies grow.



Elevate Services Group offers the highest level of services and expertise including senior technology and business leadership, certified cloud engineering and certified service technicians. This is what we call “Technology Reimagined” where performance is at its peak, technology is flexible, service is simple and the problems are few and far between.