

Coeus Consulting Case Study:

Tempe Tourism

COEUS

Explore how Tempe Tourism keeps their data secure, lowers IT operation costs, and increases employee productivity with Coeus Consulting IT managed services.

Overview

For Tempe Tourism, safeguarding our digital infrastructure is paramount. Partnering with Coeus Consulting for 24/7 IT support, robust cybersecurity, and comprehensive IT asset management is a strategic imperative. Their proven solutions, including managed cybersecurity operations, AI-driven email security, and endpoint protection, ensure unparalleled system reliability. This enables enhanced data security for visitor information and optimal utilization of our IT resources, crucial for a thriving tourism economy.



Background

Tempe Tourism, a vital marketing firm for the city, plays a crucial role in showcasing Tempe, Arizona, as a premier destination for both leisure and business. By attracting millions of visitors annually, they significantly bolster the local economy, generating substantial revenue and supporting countless jobs.

Leading this effort is Michael Martin, President & CEO, who has dedicated over 30 years to the organization. His extensive experience in sales, marketing, and event management has been instrumental in promoting Tempe.



Tempe Tourist Company Culture

1#
Immersive culinary concepts and seasonal events.

2#
New hotel properties and Sonoran Desert adventures.

3#
Tempe is filled with incredible stories to share with your audience.

Challenges

Tempe Tourist is a small marketing services firm. Most of their staff funding is dedicated to marketing-related efforts. Leveraging IT outsourcing became the preferred model after the firm faced several challenges hiring and keeping value engineering talent.

The firm also needed 24/7 support for all IT services, including email security, malware prevention, and ransomware attacks.

 Data Protection

 Compliance Risk

 System Downtime

 Cyber Threats

Coeus Consulting Solution

Challenge 1:

Reducing email phishing and advanced attacks from scammers.

Solution 1:

Tempe Tourism selected Coeus Consulting's managed security operations center, including AI-powered email security built to stop phishing, spam, and business email compromise attacks. Once Coeus Consulting's email security team began to handle email security for Tempe Tourist, the attacks dropped to nearly zero impact to the users.

Challenge 2:

Improving the team's overall efficiency and production with less downtime from IT-related events and cybersecurity challenges.

Solution 2:

Our team's productivity and efficiencies continue to improve as we add more solutions from the Coeus Consulting team. Their recommendations align extremely well with their business goals. The firm trusts that the Coeus Consulting leadership will only make recommendations for products that the firm needs.

Challenge 3:

Managing our IT operations costs even during a financial downturn



Solution 3:

Outsourcing their IT to Coeus Consulting helps us control operational costs, along with providing exceptional IT services to the firm's team.

Why Coeus Consulting?





"I would recommend COEUS. I believe that they provide a personalized service, which is the most critical aspect of our relationship with COEUS. The services they provide for us fit our needs without being overly complicated. I have confidence in their ability to manage our IT services, ensuring we don't have to second-guess whether our data is secure and functional."

Michael Martin
CEO and Founder
 Tempe Tourism
 Tempe, 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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