A Solid Foundation for Growth

Russ and Kevin are two entrepreneurs and brothers who own and operate many successful businesses. One of which is Concrete Reflections, a market leader in commercial and residential concrete solutions. This organization competes for contracts across Western Canada and needs rapid scalability to support their increasing project requirements and strategic growth plans.

In true owner-operator fashion, the two brothers have shouldered many responsibilities to build their business, including the burdens of IT. However, change was required to mitigate threats to their growing enterprise, and to capitalize on innovations in digital technology.

A Critical Moment

In December of 2018, Concrete Reflections was compromised by the CryptoLocker virus. All of their data, the lifeblood of the organization, was suddenly inaccessible.

72 Hour Disruption

- For three days, the team at Concrete Reflections was unable to access any files, systems, applications or data.

- The impact on the business was significant, and the time spent on crisis management was all-consuming for the business leaders.

- Even when data was returned, it took nearly two more weeks for the IT infrastructure and systems at Concrete Reflections to be repaired and restored to normal.

Zero Options

- Although the organization had some existing cloud-based systems in place, a lack of security and backup solutions meant that no data could be restored, except through negotiation with cybercriminals.

- The successful business that Russ, Kevin and Monte had built was effectively held hostage.

Costs Increasing by the Hour

- Strong negotiation by the leadership team at Concrete Reflections resulted in a 40% discount to the ransom amount, but ultimately, the owners had to pay to retrieve their data.

- Along with the costs of immobilized operations and paying criminals to retrieve their data, Concrete Reflections also incurred thousands of dollars in time and materials charges to get assis- tance from their IT service provider at the time.

An Introduction to Best-in-Class

- Within a week of restoring operations, Concrete Reflections partnered with WBM for Managed IT Security.

- WBM's straightforward program immediately addressed business continuity and data security concerns, significantly minimized the risk of another successful attack, and put Concrete Reflections on a path toward new levels of business efficiency and competitive advantage.

From Crisis to Opportunity

The experience of having lost and regained their data enlightened the team at Concrete Reflections. WBM had secured the environment, but Concrete Reflections now had a strategic ally in place that could do more than just secure; they could also help accelerate the business through technology.
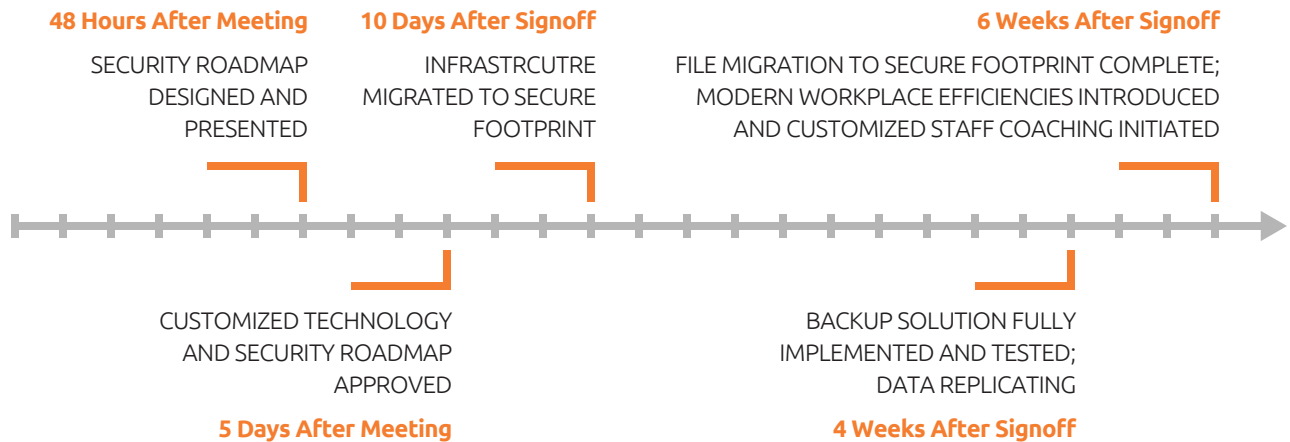
> *We've seen our clients struggle when attempting to take on concrete work themselves and we've now seen that the same goes for IT. Having a partner in WBM not only puts us in a more secure place today, but we now feel like we have a strategy for the future.*
>
> **Russ Aneca**
> PARTNER
> **Concrete Reflections**

KEY OUTCOME #1
Secure Operations

Immediately upon engagement with WBM, Concrete Reflections had an extensive team of experts in place to help. They quickly transitioned to a reliable solution that secured their perimeter, users and data, and were governed to innovation through a true IT partnership. Finally, the business leaders had peace of mind and the ability to again focus on their customers and their business, not their IT.

48 Hours After Meeting

SECURITY ROADMAP DESIGNED AND PRESENTED

10 Days After Signoff

INFRASTRCUTRE MIGRATED TO SECURE FOOTPRINT

6 Weeks After Signoff

FILE MIGRATION TO SECURE FOOTPRINT COMPLETE; MODERN WORKPLACE EFFICIENCIES INTRODUCED AND CUSTOMIZED STAFF COACHING INITIATED

CUSTOMIZED TECHNOLOGY AND SECURITY ROADMAP APPROVED

5 Days After Meeting

BACKUP SOLUTION FULLY IMPLEMENTED AND TESTED; DATA REPLICATING

4 Weeks After Signoff

THREATS
2393
VIRUSES
403

Since the implementation of WBM's Managed Security Program, an average of 2393 attack threats and 403 viruses per month are being identified and blocked.
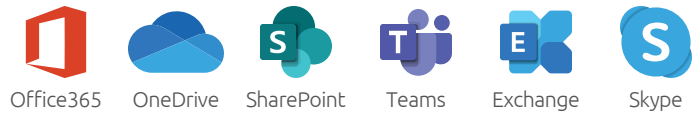
There have been no relevant security breaches or outages.

KEY OUTCOME #2
Enable the Business with Technology Tools

Office365 OneDrive SharePoint Teams Exchange Skype

Concrete Reflections also benefited in migrating from the G Suite of tools to a managed Office365 architecture. Taking advantage of the toolsets available in this software not only provided a best-in-class platform to build upon, but it also significantly improved collaboration for their team.

Concrete Reflections has substantially increased employee efficiency with Microsoft Teams as their sole source for collaboration and sharing across the organization. This is saving time and improving the effectiveness of staff in serving customers.

The success of this initiative is evident in end user adoption: a 10x increase in Teams usage and a 79.3% increase in OneDrive usage in the last month alone.

Accelerated Adoption of Collaboration Tools
90 DAY PERCENTAGE INCREASE IN USAGE

	OneDrive	Teams	SharePoint Online
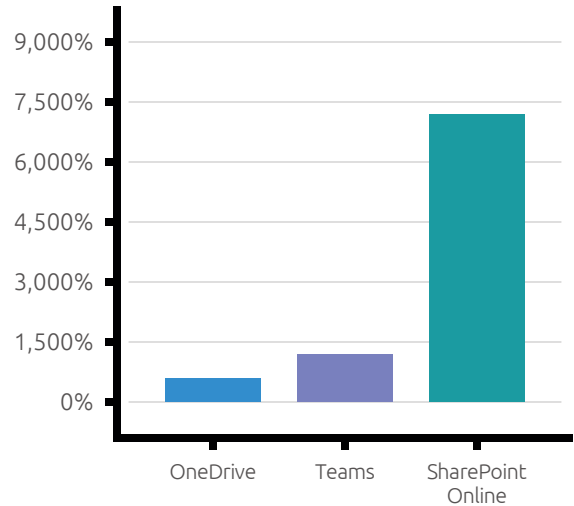
The new tools we have make work so much easier! We can share information better and faster with everyone on the team, no matter where they are, and we just get more done in a day. If we ever have any questions, the team can call WBM for unlimited support without worrying it will increase the cost of our services, and the help they receive is always friendly and knowledgeable.

Jason Selk
OPERATIONS MANAGER
Concrete Reflections

KEY OUTCOME #3
Enable the Business with Enterprise Grade Support

Having the best tools in place only works if those tools are running. Today, all staff are benefiting from a secured, monitored and managed infrastructure; unlimited end user support; world-class customer service; and regular governance to meaningful innovation—all for a single monthly fee and delivered from a recognized leader in Western Canadian IT.

100
Net Promoter Score

78%
First Call Resolution

100%
Patch Compliance

99.95%
Infrastructure Uptime

KEY OUTCOME #4
Empower End Users to Drive Meaningful Efficiencies

In the short time since deploying Office 365, Concrete Reflections has adopted the technology at a rapid pace. The provision of independent learning and training tools has set in motion a culture of embracing technology at Concrete Reflections. The team is collaborating better and workflows are becoming more productive and efficient.

2,962 Points

- In the first 60 days of implementation, the main office team of users has certified in over 102 skill paths to enhance productivity.

- To put that into perspective, WBM's client average is 350 points per person, making Concrete Reflections one of the highest adopters in the entire WBM Client Community.

Top User Ranking

POSITION	NAME	POINTS	BADGES
1	**Russ A** General Manager	703	25
2	**Jodi M** Office Manager	593	22
3	**Jason S** Operations Manager	487	20
4	**Kevin A** Director of Operations	427	15

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CONCRETE REFLECTIONS INC.

WBM