



The Client:



Case Study:

*Local marketing and advertising company, Echo, learns what happens when you combine business acumen with technology.*

**When you apply business acumen to technology you start to see technology costs in a different light.**

#### **Challenge:**

Echo, a Baltimore based marketing and advertising business, decided it was time for their technology provider to be as committed to their business goals as they were. Since their environment is constantly changing, Echo needed an IT business partner that could help them grow and leverage their technology needs.

It is challenging for a small business to commit to spending a large dollar amount on their technology up front. Building your technology costs into your monthly budget is a solid approach that will achieve results. Epoch was chosen as the IT partner over a seasoned outside provider and in-house IT. Epoch earned Echo's contract through our proven, process driven approach. Epoch's monthly services fees can be slightly higher than competition but our approach is vastly different. When you're able to budget and plan for your technology costs, Epoch's Return on Investment becomes obvious.

#### **Results:**

Epoch analyzed and assessed Echo's technology and business processes. We determined their business processes were not leveraging their technology. By applying business acumen with technology, we demonstrated the impact a managed service provider can have on a business.

Through streamlining Echo's technology processes, we cut out what wasn't necessary, saving the company thousands and helping them achieve their most profitable year yet. In the first year, they saved over \$45,000 in previously proposed capital expenditures. By focusing on effective processes, we reduced 19 physical servers down to one physical and 4 virtual servers. This decreased their power and cooling bill by \$150 a month and reduced monthly recurring fees for software and services by \$1,400. Staff was reduced by 12%. The physical foot print of the business was reduced by 20%. Below are images of the 2,200 pounds of obsolete equipment our team removed.

**“The transition was smooth. Everything that was thrown at them, they adjusted to.  
We are working from having 19 servers and working down to just one”**

