

# Tech Solutions Now

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Ed Vawter, President, Tech Solutions Now

## Business Challenges

Clients frustrated with trying to use consumer-grade file sync for complex business needs

Lack of an adequate backup solution to protect clients' shared data

Need to inform clients about the risks associated with non-secure file sharing

## Results

Secure file syncing and sharing between client employees and outside contractors, reducing risks of data loss and data leakage

Real-time cloud backup of important productivity files, providing clients with peace of mind

Content marketing campaign to educate clients about the downsides of consumer-grade file sync

Since 1998, Tech Solutions Now has offered clients in and around Ohio a wide range of managed services. By deploying eFolder Anchor across 14 clients, Tech Solutions Now has reduced client risk, improved client productivity, and increased its stature as a leading IT provider.

Having been around for 17 years, Ohio-based Tech Solutions Now knows a thing or two about how to make clients happy — and retain them.



Ed Vawter, President, Tech Solutions Now

“Whenever we sign up a new client, we’re in it for the long haul,” says Ed Vawter, President of Tech Solutions Now. “To keep clients satisfied over time, you need to listen closely to their needs and propose useful solutions to the problems they face.”

This attentiveness allows the company to proactively diagnose and resolve problems that clients are

experiencing. In recent years, one major problem was the adoption of non-secure file sync services and other suboptimal ways of sharing files.

“Clients nowadays get so caught up in the ‘DIY’ hype,” says Vawter. “Business owners and employees are barraged with consumer-grade services unsuitable for business use, and they don’t bother to ask about the security risks before implementing them into their workflows.”

The need for a true, business-friendly file sync solution became evident to Tech Solutions Now when Vawter and his team learned how clients were syncing and sharing files. “It was a complete disaster,” says Vawter.

One of Tech Solutions Now’s clients, a real estate company with three offices, was using a single consumer-grade file sync account to sync multi-million dollar contracts across different offices and to share files with third party agents. The client did not realize that the third party agents had access to the real estate firm’s private documents, nor that sharing a single file sync account across multiple users and devices was a huge security risk.

Another client, a law firm, utilized a clunky intranet service to give ten contractors access to a small collection of documents on the company’s central file server. This cumbersome sharing method did not provide any kind of

data backup for the client’s important documents, which could have led to catastrophe if any of the contractors deleted the files.

Tech Solutions Now knew clients needed a new, secure way to sync and back up their files. That’s when Tech Solutions Now discovered eFolder Anchor, a business-grade file sync service, and adopted it with the intention of deploying it across the company’s client base.

To convince clients to move away from inadequate file sharing methods, Tech Solutions Now leveraged the Dropbox Problem Playbook from eFolder, a collection of pre-made marketing materials that explain the risks of consumer-grade file sync.

“Sending out that content helped our clients realize that what they were doing was dangerous and helped establish legitimacy for our solution,” says Vawter.

Deploying Anchor to the real estate company allowed Tech Solutions Now to provision individual accounts for every employee and secure guest accounts for third party agents.

This ensured third parties only had access to the data they actually needed, reducing the risks of data sprawl and data leakage.



*Tech Solutions Now provisioned guest accounts for third party contractors to prevent sensitive documents from falling into the wrong hands*

For the law firm, Tech Solutions Now used one of Anchor’s standout capabilities, File Server Enablement, to cloud-enable the client’s file server and give remote contractors easy access to just the documents they needed. Installing a sync agent on the file server also ensured that all data was being securely backed up to the cloud in real time.

By proactively analyzing its clients’ needs, Tech Solutions Now substantially increased client satisfaction and loyalty — all while generating upwards of 65% gross margins.

Says Vawter, “After we deployed Anchor to our clients, every one of them really only had one question — ‘Why didn’t you tell us about this earlier?’ ”



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