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SOLUTIONS & SUCCESS

THE INSIDE STORY

Company	PROtential
Industry	Marketing
Respondent	Eric DeBord, Founder

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Outsource IT Solutions Group Keeps This Marketing Firm Connected And Communicating

PROtential is a marketing and consulting services firm, assisting with brand development, sponsorship development, event management, and more. They research and facilitate marketing opportunities for their clients to support their endeavors.

Outsource IT Solutions Group Helps PROtential Communicate Between The Office And Their Team In The Field

PROtential's team of nearly twenty employees operates in tandem between the office and in the field. While their office staff handles administration and other tasks, their employees working in the field are researching branding opportunities and running events for their clients.

"We have people in the field, with 110-degree temperatures, humidity and rain, and all kinds of things," says Eric DeBord, founder, PROtential. "We have to have proper communication in case we have needs on-site."

If and when their client data is updated, resources are edited, or details of an ongoing event are changed, the PROtential team cannot afford to deal with any sort of downtime or delay. They pride themselves on delivering fast and responsive service to their clients, which requires a similar speed of communication and collaboration throughout their team. Unfortunately, before working with OSG, PROtential struggled to find an IT company that could service them at this level.

"In our first five years, we had maybe three IT support companies that tried to help us, and the thing that they didn't understand (and I echoed this in my first meeting with OSG) is that we can't have a day off," says Eric. "We can't afford to be without service, we can't afford to not have the ability to communicate."



When an IT issue occurs that prevents PROtential's team from working with the efficiency their clients expect, their previous IT providers were unable to provide a resolution in the necessary time frame.

"It was one of those things where the server went down, and the backup wasn't set up," says Eric. "It was something like that which caused us some consternation with our client service."

Their search for an IT company that could operate at their level was what eventually led PROtential to OSG.

"We've got to have that strength and that continuity or we may as well shut our doors," says Eric. "OSG understood that, and they made a commitment to me that they would never fail, and in the many years of service, OSG has never let us down. They are by and far our best vendor for what they do."

Outsource Solutions Group Saves PROtential \$100,000 By Defending Against Spoofing

Email spoofing is a method in which the cybercriminal makes an email appear as though it was sent from somewhere it wasn't, such as a client's, vendor's, or even superior's email address.

Spoofing may be used to trick someone into downloading a virus, revealing confidential information, or even authorizing a major financial transaction.

"We were spoofed, and immediately reached out to OSG," says Eric. "They helped us manage that issue, and told me specifically what to do to avoid any other problems. We did that and saved ourselves 1 DOK just with that one problem, and that's real money out of the bank."

OSG helped PROtential defend against ongoing cybercrime scams, both through immediate and effective response (as was the case with this spoofing attempt), and by suggesting and facilitating necessary upgrades to their security capabilities.

"They are constantly contacting us to make recommendations for security," says Eric. "That's unprovoked, that's just part of their service that we really appreciate."

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- Eric DeBord,
Founder, PROtential