![Bandwidth Simplified logo]

Managed Service Provider Wins Client Praise and Saves Money with Customized Telecom Solutions

CTS — computing technology solutions

Computing Technology Solutions, IT Consulting Company Profile

In 2001, Frank Stephens founded Computing Technology Solutions (CTS), a Managed Service Provider (MSP) based in Chicago. Stephens set out to create impactful IT services for his small business clients taking care of all their IT needs but found himself running into a recurring issue — the lack of an efficient process for working with telecom providers like Comcast.

Despite Stephens' expertise in the IT world, finalizing a telecom solution required his clients to negotiate with the provider and coordinate much of the installation themselves, a less than ideal solution.

Luckily, in 2006 Stephens met Al Kator, the current owner of Bandwidth Simplified, who was able to provide him with an efficient solution to this problem as well as help save CTS money and improve client satisfaction rates.

Business Challenge

Whenever CTS's clients decided to switch telecommunication providers, they would have to contact one of the big telecom giants (i.e., Comcast, Vonage, Ring Central, etc.) and jump through hoops to get their company's communications setup.

To make matters worse, CTS wasn't aware of the other, smaller telecom providers that might be a cheaper, better fit for many of their clients. This service gap resulted in overpriced solutions, tedious telecom setups and dissatisfied clients who accounted for a large percentage of CTS's business.

As the owner, Stephens serves many roles for his business and his employees. From business development to operations and general management of the organization, he felt comfortable with most IT challenges. Dealing with large service providers was a challenge he did not anticipate, however. To fulfill this critical area, Stephens relied on Bandwidth Simplified to manage his clients' telecommunication needs.

> "*I don't know all the providers. There may be better ones out there that are better for my client's needs. Bandwidth Simplified is able to bring solutions to the table that you would have never heard of. They are constantly finding providers that are a better match for my client's needs and are cheaper than the standard providers.*"
>
> -Frank Stephens, Owner, Computing Technology Solutions

Bringing New Solutions to the Table

Bandwidth Simplified met with CTS to identify how telecommunications and internet transitions could be improved. Working as another managed service offering in CTS's arsenal, Bandwidth Simplified assessed those of their clients who were in need of a new voice and data solution. From there, Al and his team were able to pinpoint aspects of their business that made their environment distinct and searched for solutions that would fit well within it.

After determining the specific needs of the business, Bandwidth Simplified curated a list of several third-party options for CTS clients ranging in scale and cost, then worked with the client owner to make the right choice for their business. With Bandwidth Simplified's vendor agnostic approach, Al was able to bring solutions to the table from providers that CTS wasn't familiar with and that fit their client's immediate needs and budget.

Once a vendor was selected, Bandwidth Simplified remained involved in the process, from facilitating the installation of the solution to providing post-implementation support. By partnering with Bandwidth Simplified, CTS was able to offer their clients a complete IT package and avoid the revenue-less job of working with large service providers to get projects completed.

Time is Money

CTS doesn't get paid for telecommunication installations, yet always want to help their clients with them. Instead of spending hours on installation and post-installation support, Bandwidth gives CTS the freedom to spend those hours on their core, revenue-generating competencies. Bandwidth Simplified took the process off their plate, handling the entire scope of the project and saving CTS time and money.

Before Bandwidth Simplified, whenever problems would occur CTS would have to call providers themselves, waiting on the phone for sometimes hours at a time to speak to someone. Bandwidth's escalation capabilities eliminate that problem:

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If there's an issue with Comcast, it could be a day before they escalate it. I can call Al, tell him our client is having a Comcast issue, we need to escalate, and Bandwidth is able to get a call back within 10-30 minutes on something that would typically take 2-3 days going to the vendor directly."

-Frank Stephens, Owner, Computing Technology Solutions

The Simplified Effect

Stephens notes that CTS has seen huge improvements since he and Al started working together 12 years ago due to the following reasons:

• *Overall client satisfaction has increased with internet and telephony services.*

• *As an MSP, showing cost savings is key to retaining clients, and Bandwidth Simplified has been instrumental in that. Stephens can pass client's budgets to Al and he finds where to save them money.*

• *Service disruption escalation has been invaluable for showing CTS's worth to clients.*

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Bandwidth Simplified has worked with over half of CTS's clients since partnering up. According to Stephens, the relationship has been sustained by Bandwidth's responsive, honest and professional outlook. As he put it, "I'm not afraid to put them in front of my clients."

-Frank Stephens, Owner, Computing Technology Solutions

About Bandwidth Simplified

Bandwidth Simplified was founded in 2012 by a team of voice/data and IT consultants who understand the technologies businesses need to succeed while also realizing that not every business is the same. We work with over forty regional and nationwide vendors to customize solutions for your specific business, while ensuring that you will be paying the lowest rates possible. Call us today for a free quote for your voice, data and IT business needs.

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