



Case Study



DirectPointe's Complete Solution Helps
Axis41 Get the Big Buisness

Axis41

The Challenge

Axis41 was just opening their business, and they needed the best technology and support they could get. This included someone who could manage a mixed environment, backup 700 gigabytes nightly and keep the system running all the time. To gain new business and protect private client data, they also needed reliable off-site storage.

The Solution

DirectPointe provided a customized installation, with 24/7 support, the latest technology, low costs and 100 percent uptime.

The Result

Axis41 employees remain productive, their data stays safe and they don't have to worry one iota about managing technology issues. They also have the infrastructure they need to be considered for contracts with Fortune 500 companies.

How heavily does the modern business rely on technology? A downed server can plunge an office back to the Stone Age, but not having the best and latest technology can keep some businesses from even getting in the door with bigger potential clients. After all, the security that companies require and deserve is not available everywhere.

Axis41, a Salt Lake City-based creative integrated marketing firm, found themselves threatened with this scenario. The company provides customers unique advertising and design services that are considered a refreshing, different alternative from other firms. But for them to provide these services, it is an absolute necessity that their computers and the network that supports them are 100 percent reliable – 100 percent of the time.

The Challenge

Axis41 was founded in 2000, and Reed Wright, a partner and co-founder in the firm, was tasked with setting up a technology infrastructure that would give them the reliability they required.

“We were faced with building the environment from the ground up, and it needed to be perfect from day one,” Wright said. “It was daunting, considering the unique situation we had.”

That situation included a mixed environment with both PCs and Macs – and managing non-uniform hardware can be confusing and troublesome. Also, Axis41 deals in very large files, so they require reliable storage and a lot of it. “We have between 600 and 700 gigabytes of files to backup on a nightly basis,” Wright noted.

These days, many of their current and potential clients require off-site storage to protect sensitive information, so backup is a critical element in maintaining and growing their client base. In fact, those without high-end backup solutions are not even considered for business negotiations.

Enter DirectPointe

Wright knew he had options, including bringing the IT operation on-site or letting an outside source manage it. At this time, a company named DirectPointe had just opened its doors for business.

DirectPointe offered to take care of Axis41's entire environment, including the server, hardware, software, and services for one low, consistent monthly payment. When the numbers were crunched, Wright realized he could get the resources of an entire organization of IT specialists at his fingertips 24/7/365 for less than what it would cost to hire an administrator and purchase the equipment.

For several weeks, DirectPointe technicians worked with Axis41 to customize the integration, tailoring every aspect to meet the agency's needs. Everything was installed over the course of a weekend, and the following Monday Axis41 had the computing capabilities critical to their business.

Other than their Macs (which DirectPointe manages), Axis41 has a uniform environment, with enterprise-class servers and desktops. They do not have to worry about protecting all the files on their network, and DirectPointe's off-site storage capabilities are an automatic advantage in pursuing new business.

“We were one of their first three clients, and we started with just seven employees. Six years later, we have 30 employees, five of which work outside the office. DirectPointe manages all of their computers, and we’ve never had a major problem. No virus issues and no downtime.”

Reed Wright,
Axis41

“With a lot of large companies, we have to prove we have an off-site backup solution, or they won’t even consider working with us,” Wright said. “With DirectPointe, it’s easy. We show them our services, and that’s our pass into contracts with new business.”

Wright said he appreciates the around-the-clock service Axis41 receives and the fact that most problems are solved through a DirectPointe eSupport session, instead of someone having to come on-site.

In fact, there is not much at all concerning technology that Axis41 has to worry about. With DirectPointe, everything is taken care of. Even if it is in the middle of the night on a holiday, a trained expert is just a phone call or mouse click away for service.

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Axis41 remains a productive, growing business with a budding client base that now includes some of the world’s most successful companies. Thanks to DirectPointe, the Stone Age remains a thing of the past.

About DirectPointe

DirectPointe Inc., based in Lindon, Utah, provides a simple yet comprehensive computing solution for small and midsize businesses. The company takes ownership of the entire computing lifecycle, including evaluating, acquiring, deploying, testing, fulfilling and supporting technology, so customers have one company to handle all their computing needs. DirectPointe provides standards-based PCs and servers, industry leading productivity software, friendly and professional support with remote update and repair ability, on-site warranty service, secure remote data backup, and managed security solutions. The complete solution is delivered for one monthly payment to ease budgeting and upfront costs. Businesses can have a complete solution that is simple, manageable, and affordable so they are free to focus on their business.

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