



Case Study



**DirectPointe Significantly Reduces IT Risks
for Diversified Insurance**

Diversified Insurance

The Challenge

Diversified Insurance had limited IT support for its growing company and looked for alternatives when a faulty tape back-up process cost them in productivity to recreate lost data.

The Solution

IN addition to handling the common managed services of remote network, desktop and security monitoring, patch management, remote data back-up and technical assistance, DirectPointe is familiar with and manages Diversified's business and our proprietary applications.

The Result

By managing Diversified's information technology, DirectPointe has made the company's IT infrastructure secure and reliable. The lack of problems has made IT "invisible" to Diversified.

IT risks. They are something every business owner can worry a great deal about if they have not put measures in place to mitigate or eliminate them. Many times companies do not realize when their network, individual computers, or applications are at risk for a crash, freeze or security threat until the minor hiccups to major tech catastrophes happen.

Diversified Insurance Technology Group

Diversified Insurance Technology Group in Salt Lake City knows all about managing risk of a different sort—property, liability, workers compensation and health insurance risks for large public companies. However, Diversified's executives realized three years ago that they needed help on the IT risk management front.

In fact, this decision followed soon after an IT tragedy at Diversified left the company working to replace lost data from a faulty tape back-up process. It was then that an RFP was issued for an IT risk management expert, and Diversified turned to DirectPointe of Lindon, Utah for both software and hardware managed services.

The result, after three years of DirectPointe taking on Diversified's IT risks and protecting the insurance provider against loss, has led to the "invisibility" of its IT services. This is how Joe Henriod, managing partner of Diversified, describes the benefits of DirectPointe's services:

"Our data and IT infrastructure are critical for providing fast and accurate service to our clients" Henriod says. "We need immediate access to our client files, and the database has to be secure and safe. DirectPointe provides a stable computing

platform and their support services are available 24/7."

Risky Business

Diversified Insurance Technology Group is an insurance agency that has specialized for years in writing professional liability for technology firms. Diversified also specializes in Directors and Officers Liability for public and private companies. They have a division that does group health insurance and another writing worker's compensation insurance for professional employer organizations.

Diversified's core business operations consist of risk management consulting, insurance advice, scalable insurance program placement and facilitation of insurance services (loss control and claims management) for medium to large organizations.

Before partnering with DirectPointe, Diversified had an employee who dedicated a portion of her time to IT support. The company also outsourced software troubleshooting and major server and data back-up issues to a small, one-man IT firm.

"We survived as long as we could this way, but one person can't have expertise in all of the different software applications and hardware that we use," says Henriod. "There were always delays in getting a complicated problem fixed. There was also a constant drain on our IT employee's time, because she was being pulled away from her other duties to go and solve co-workers' technology issues."

With 40 employees, Henriod says Diversified was too small to justify having an in-house, full time IT administrator but large enough to

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Joe Henriod,
Diversified

need more sophisticated support than what they had received from a small one-man IT firm.

Henriod cites the single biggest problem Diversified experienced before the switch to DirectPointe was with the security and integrity of their data backup. The trouble became apparent when an employee lost a file and needed to restore it from a backup tape. Without realizing it, they restored data on their servers with data that was several months old. The company then went through a time consuming and careful process of recreating lost data.

It was then that Diversified decided that a reliable IT infrastructure was worth the increased expense of professionally managed IT services. This objective coincides with a 2006 study by InfoTech Managed Services. The study found that the U.S. and global primary motivators for adopting managed services across business-sized segments rarely are led by a drive to decrease operations costs. Improved network performance, increased network reliability and reduced business risk are the top reasons given for purchasing managed services.

During the RFP process, Diversified management became concerned that they would have to turn to multiple vendors for managed services support. However, they soon eliminated this worry after hearing from DirectPointe that they would take care of all software, hardware and even phone services management.

Eliminating Risk with Managed IT Services

Diversified believes it has a unique approach to insurance and risk management. Henriod reports that

practically all of the employees have experience and training from large global brokers. However, through Diversified, clients receive the personalized service that was not possible in an institutionalized setting.

“Our structure allows employees to write startups or Fortune 500 firms,” says Henriod. “The unique background of our employees allows the combination of expertise and experience of a large institutional broker with the flexibility and customer-first approach of a smaller provider.”

Henriod recognizes that this approach is similar to DirectPointe’s ability to provide “enterprise-level” managed services to even the smallest of organizations.

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DirectPointe has given every employee the ability to immediately contact a specialist with any technology issue by having an e-support icon on every monitor. DirectPointe is literally at every Diversified employee’s fingertips. Through this special e-support portal, employees are able to initiate a live chat session with a DirectPointe specialist.

“Communication with our clients through technology is a critical customer service

need,” emphasizes Henriod. “We have quick access to clients and vendors through the Internet, e-mail or via phone, which is exactly what our customers require from us. DirectPointe even trained all of us in the use of our BlackBerries.”

After working with DirectPointe for a three-year term, Diversified’s computer hardware and software is now ready for renewal. With a refresh of their systems, they are ensured that their insurance experts are always using the latest computers, phones, printers and network systems.

Henriod says he expects the relationship to continue with DirectPointe. “Considering the great return in collective peace of mind and the smooth operations we’ve experienced from DirectPointe, they are important to our business success.”

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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