



Case Study



DirectPointe's Removes IT Headaches for Empire Land Title

Empire Land Title

The Challenge

Empire Land Title's computing infrastructure had become problematic with no one to manage it. Hardware was malfunctioning and keeping the business from optimally serving their clients.

The Solution

DirectPointe's Complete Solution was customized to cover all aspects of Empire's computing, from hardware to network and server.

The Result

Empire received all the benefits of enterprise-level technology, lightning-quick service, and the latest upgrades, all from one source for one low price.

Technology without proper management and upkeep is like a home with no one to clean it, repair it, or upgrade it. For a short period, it may fit basic needs, but as time marches on it will eventually fall into disrepair, leaving the owner out in the cold amid the outdated shag carpet.

Empire Land Title is a title insurance and escrow closing company with 11 employees distributed across three offices in Utah and Idaho. For over thirty years, they have provided personal service to homeowners across the Mountain West.

The Challenge

While Empire's technology solutions were not necessarily like the shag carpet, they were lacking in proper maintenance. Without a trained expert or company to take care of the computing infrastructure, the equipment failed, the software malfunctioned and uptime was better measured in downtime.

Scott Christensen, secretary treasurer of Empire, knew that something had to be done before the struggling infrastructure began to seriously hurt their ability to provide service to their customers.

"It was basically the blind leading the blind," Christensen said. "We needed to take a different route, because what we had wasn't fitting our needs."

Enter DirectPointe

In the year 2000, Empire became one of DirectPointe's first clients. DirectPointe's

goal was total management and service of a company's technology through the entire IT lifecycle by being the one point of contact and accountability for their clients.

DirectPointe's business model was unique and new, but Christensen was happy to give the young company his business.

"According to DirectPointe, we wouldn't have to worry about the computers, which was an obvious benefit," Christensen said. "Their solution just seemed perfect for us."

DirectPointe provided everything for Empire's computing infrastructure—including the hardware, software and network. Within days of signing a contract, Empire had enterprise-class technology capabilities, plus the kind of personalized service many large companies can only dream about.

First, DirectPointe came into the Empire offices and worked with the company to produce a customized installation that was tailored precisely to their needs. So as not to disrupt Empire's employees, the DirectPointe technicians installed the solution over the course of a weekend, then came in for a brief training session the following Monday.

"They managed everything, including a title and escrow software that they didn't develop," Christensen said. "If we have problems with it, they handle the problem

“According to DirectPointe, we wouldn’t have to worry about the computers, which was an obvious benefit. Their solution just seemed perfect for us.”

Scott Christensen,
Empire Land Title

with the software company.”
With their infrastructure running smoothly, Empire was able to put their technology worries behind them and focus on serving their clients and growing their business.

In the ensuing years, Empire has cycled through their original DirectPointe hardware into newer models. Throughout all of it, they have dealt with only one company, and one consistent price. They have been with DirectPointe since the beginning, and the company plans on keeping their services for years to come.

“With DirectPointe, if we have a problem we make a call, and it’s handled,” Christensen said. “They do what they do, so we can do what we do.”

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.

WEBSITE www.directpointe.com **PHONE** 801-805-9700