



365 TECHNOLOGIES INC.

Worry-Free IT™

Solutions & Success
The Inside Story

Transcona Optical

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Tracy Larone
Controller, Transcona Optical

**TRANSCONA
OPTICAL**



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365 Technologies Simplified IT For Transcona Optical

Transcona Optical has been providing optical care in Winnipeg since 1968. They operate two offices in the local community, providing eye exams, expert care for specific conditions, and more.

As a longstanding medical practice, Transcona Optical relies on critical line of business software to help them make use of advanced optical technology, keep track of patient health information, and more.

IT is a foundational part of the care they deliver—they rely on 365 Technologies to ensure their technology is always optimized for their needs.

Transcona Optical Needed To Update Their IT Service Arrangement

Prior to working with 365 Technologies, Transcona Optical had relied primarily on hourly IT support from another local company.

“They were providing perfectly adequate service, but it was a pay-per-use sort of situation,” says Tracy Larone, Controller/Operations Manager, Transcona Optical.

This hourly model of service (also known as “break/fix” support) has been largely overtaken by fully managed support, and for good reason—the former is simply too limited of a service model, and cannot properly maintain a modern IT environment for security, reliability, and scalability.

This arrangement worked for the Transcona Optical staff to some extent. However, it was the previous IT company that approached Tracy about moving to a fully managed service arrangement.

“They approached us to arrange a service contract,” says Tracy.

At this point, Tracy and the Transcona Optical staff weren’t familiar with the concept of a fully managed service model. That’s why she did some research before moving forward...



What's The Difference Between Hourly And Managed Services?

Hourly service is the traditional style of outsourced IT services, which works by fixing your computers once they're broken.

In a nutshell, when something goes wrong—data loss, hardware failure, virus, etc.—you then get in touch with your hourly support provider, and have them fix it. The hourly strategy no longer works for businesses today. If you still use this method of IT service, you risk downtime that can literally shut your business down.

Hourly IT Services:

Service Model

A technician typically charges by the hour. This encourages them to focus on billable hours. It doesn't benefit him if your tech is working the way it should. You could find yourself repeatedly calling them to help with a problem that never quite gets resolved.

Repair Continuity

A minor computer problem can quickly turn into a disaster. This is especially true today with the increase in cybercrime methods and incidents. What starts out with just one malicious email can spread throughout your entire network, locking down your data, and your operations.

Repair Timeline

It could take days to fix your problem—in the meantime, your employees won't have access to the data they need to continue working. You're simply bleeding money by the minute.

Service Charges

Your support provider starts charging you after you've already lost work time—time spent on repairs or updates can add up fast.

Budget Inconsistency

It's impossible to predict how much to budget for IT services. You can't know what will happen or how expensive it might be.

The problem is that hourly support only provides on-site repair after a problem is identified. On the other hand, you have fully managed support, which provides ongoing maintenance, updates, and more to prevent problems from occurring in the first place.

Managed Services

Managed Services are a set of best practices, processes, and tools that, when combined with technical knowledge and proper facilitation, delivers an ideal result for businesses.

It is the modern model for IT support, offering a range of vital solutions to your business all for one monthly rate. With fully managed support, you know that your business technology and data are protected 24/7:

Freedom Of Focus

You can finally focus on running your business and not on IT worries. Your third party support provider will minimize or eliminate downtime that could hit your bottom line.

Simple Support

Your tech support can be provided remotely without a technician visiting your office. There will be instances that require in-person care, such as hardware replacement. However, most of what affects your day-to-day operations can be worked on remotely.

Consistent Budgeting

You'll benefit from a flat-rate payment model, allowing you to budget your tech more effectively. You'll be able to plan for growth far more easily and with greater peace of mind.

Tech maintenance from a third party is more cost-effective than relying on hourly solutions, especially when you consider the lost revenue from downtime.



Managed Services Or Hourly—Which Is Right For You?

Think of it this way: while a Managed Services Provider is available around-the-clock, and compensated through your (*and other clients'*) monthly flat rate, hourly service is unpredictable when it comes to costs and repair times.

- ✓ A hourly approach may be a lower cost on paper but it can get expensive rather quickly – which means your overall ROI isn't as great as it could be.
- ✓ Managed Services are designed to maximize your budget and provide the support and solutions you need to stay focused on your important work and keep under budget.

The reality is that remote tech support will always be more cost-effective than hiring hourly, or in-house technicians. The choice is easy: more expensive, inconsistent, unreliable hourly services? Or reliable, affordable, fully managed support?

This is why managed IT services are more popular than ever.

- ✓ IT budgets have grown in recent years, with 44% of businesses planning to increase IT spending in 2020, up from 38% in 2019.
- ✓ The global managed services market is expected to double over the course of 2017-2023, from 155.91 billion to 296.38.

A managed IT company does more than just fix IT problems—they take care of your entire IT infrastructure around the clock, stopping problems before they start and helping you get more out of your technology. Security management, strategic investments, and on-call expertise are just some of what an managed IT company has to offer.

For all these reasons, Tracy knew that a fully managed approach to IT support would be ideal for the Transcona Optical team. However, instead of simply signing a contract with their previous IT company, Tracy requested quotes from several local providers...

That's When Transcona Optical Met 365 Technologies

"We were really impressed with 365 Technologies," says Tracy.

In the course of her search for the best managed IT company in Winnipeg, Tracy connected with the 365 Technologies team. Our staff went onsite at Transcona Optical to give a presentation on our services and what we had to offer them.

Tracy made it clear to 365 Technologies that Transcona Optical had complex and extensive IT support needs. Their complicated environment, spanning two office locations, and the many specific software solutions they used needed careful maintenance and monitoring.

In the end, the 365 Technologies team made the most compelling case for local managed IT support. Transcona Optical decided to partner with us, and they haven't looked back since.



365 Technologies Seamlessly Transitioned Transcona Optical's IT Support & Management

"In a very short time period they made the transition," says Tracy. "We didn't have to deal with our previous vendor, 365 Technologies dealt with it for us. They had us up and running in no time."

The 365 Technologies team was careful to quickly and seamlessly take over all of Transcona Optical's IT needs. We worked directly with their previous IT company, gathering the necessary information, after which we visited both of Transcona Optical's offices to assess their current IT environment.

"They came onsite and did an assessment and discussed what our needs are," says Tracy.

By quickly moving in as Transcona Optical's IT support team, we were able to ensure there was no downtime and no issues for their staff. We quickly established ourselves as a reliable source of effective IT support.

"With 365 Technologies, I know they're already on it, and I don't have to worry," says Tracy.

Before 365 Technologies, Tracy was used to being the bottleneck for IT issues. Every morning when she came into work, she would invariably be greeted with some IT problem that would command most of her attention for the day.

Now, with 365 Technologies, that's no longer the case. The Transcona Optical staff knows they can open a support ticket whenever necessary. They don't have to bother Tracy with IT problems, allowing her to focus on her other work.

"They are our IT department," says Tracy.



365 Technologies Solved Transcona Optical's Windows 7 Problem

A key issue that 365 Technologies addressed for Transcona Optical is their reliance on the now out-of-date Windows 7 operating system. A number of the software solutions and optical equipment they rely on only work with Windows 7, which complicates matters, as it's long since reached "end of life"

All support for Windows 7 ended on January 14, 2020. This means no more bug fixes or security updates. In general, it's not a good idea to continue using Windows 7 after it's no longer receiving support.

No support means no updates, and no updates mean no critical patches or fixes to protect you against cyber threats looking to exploit gaps in your security. There is no substitute for these patches. Without them, you have no choice but to upgrade to a newer supported OS.

Without security updates and bug patches, you open yourself up to a number of risks:

- ✓ Malware infection
- ✓ Out of date anti-virus
- ✓ Expired online banking protections
- ✓ Exposed private data

The good news is that Transcona Optical had 365 Technologies to rely on. Our team worked to design a solution that would virtualize these machines and securely segment them on the network. This allowed Transcona to avoid a costly upgrade while staying secure when Windows 7 went EOL.

365 Technologies Handles Transcona Optical's Vendor Management

Vendor management is a particularly important service that 365 Technologies provides for Transcona Optical.

Their offices include optical scanning and imaging equipment from multiple vendors, which interfaces with their network. 365 Technologies works closely with these vendors, resolving issues and planning updates as needed, before they affect the Transcona Optical staff.

Third-party vendor management is a big part of IT support. No matter who your IT support company is, they can't have developed each and every technology you use, right? That's why you need other third parties.

It doesn't matter whether it's Microsoft, Cisco or someone else. You will have to rely on a third-party vendor for your technology in one way or another. Your primary concern should be in how well they're being managed.

Your IT support should be handling that for you. Are they?

Any IT system is a complicated and often expensive investment. From budgeting to installation to ongoing maintenance, operating the hardware and software necessary to support a business is a daunting task.

That's not even taking into account the large number of vendors that you have to choose from. The research for external service alone is enough to frustrate anyone that would rather just have their IT infrastructure meet their business needs.

That is just for IT. What about communicating with vendors in other areas of your business (*copiers, alarm systems, phones, etc.*)? As they're the ones delivering technologies integrated into your IT environment, you need to make sure they're being managed properly.

Your IT support should make use of every industry connection they have in communicating with third-party vendors on your behalf. Whether they are software developers, Internet service providers, copiers or telephone companies, IT support should represent you to get the best solutions, products and services for your business.

365 Technologies Lets Transcona Optical Focus On Caring For Their Patients

With us as their IT partner, Transcona Optical is settled into their new location and ready to serve the community for another 50 years. Tracy has a trusted IT partner in place, ensuring timely support for her team, which means she can fully focus on the financial management of the organization

"The level of service is amazing," says Tracy.

