



Nortec's Help Desk Delivered for Lippe Taylor

LIPPE TAYLOR OFFERS PR & MARKETING SERVICES TO INTERNATIONAL BRANDS

Based in New York City, Lippe Taylor is a growing company that delivers several PR- and marketing-related services to brands all over the globe. With a global staff of 200+ employees, they assist organizations in healthcare, tech, food and beverage, lifestyle, marketing and more.

Some clients of Lippe Taylor's have included Australian-based Yellow Tail, a wine that was featured in a Super Bowl commercial, Mucinex, who created a mass consumer awareness campaign involving zombies, and Revlon, who wanted to tell a new story involving LOVE.

FRUSTRATED WITH AN UNREACHABLE HELP DESK

Imagine being locked out of your computer and the only way you could reach your IT help desk is through Microsoft Teams – on your computer! That's the kind of frustration Lippe Taylor was facing with their previous IT help desk. The provider didn't have a support phone number and the Lippe Taylor's staff was more often than not, unable to get their technology problems resolved. When help was available, response times were painfully slow, and fixes to complex problems were rarely presented to the staff.

This lack of reliable assistance put considerable strain on Lippe Taylor's internal IT department. Instead of working on important projects, like improving collaboration and productivity, they were having to step in and do the very help desk job that they were paying another firm for.

HIGHLIGHTS

- ✓ 24/7/365 Help desk accessible by phone & email
- ✓ 90% of IT problems resolved within 15-30 minutes
- ✓ Significant cost savings on Microsoft suite
- ✓ Collaboration suite boosted global teamwork
- ✓ IT dept. can focus on strategic projects

SEVERAL VENDORS MADE MATTERS WORSE

In an effort to step around these issues and manage more IT needs, Lippe Taylor was working with multiple IT vendors. More vendors meant more expenses. Plus, the staff was often confused about who to contact to solve their issues, leading to complaints going up the chain. The companies' responsibilities overlapped, so not only was Lippe Taylor paying too much but they often were met with their vendors passing the buck to one another and pointing fingers instead of solving problems. Without changes, the firm would have been forced to hire an internal IT team, driving costs even higher.

NORTEC MANAGED MODERN WORKPLACE CREATES HARMONIOUS WORKPLACE

When IT Director Nathan Marshall joined Lippe Taylor, he immediately recognized the need for better IT support. In the middle of rapid growth, Lippe Taylor's operations would flatline if it was allowed to continue on as is. Nortec came highly recommended by a company Lippe Taylor recently acquired as the best solution to the help desk nightmare.

Working as a team with Marshall, Nortec reviewed the firm's concerns and immediate issues, prioritizing what needed prompt attention. Together, they developed a roadmap to resolve the problems and address some of the company's strategic needs as they grow. With essential issues solved, employees regained a sense of satisfaction in their jobs and of course, were able to be much more productive.

In addition, the cost for Nortec's services was comparable to the previous help desk's costs yet offered so much more. Lippe Taylor's team is able to access a 24/7/365 help desk that consistently solves their IT problems, often in 15-30 minutes. They've also gained significant savings over the cost of their Microsoft licensing, and have a team of expert advisors helping them plan out some of the big projects they want to accomplish in house. Today, Nortec handles 90% of the PR and marketing firm's IT issues

RELIABLE, RESPONSIVE HELP DESK LED TO NEW PROJECTS

Lippe Taylor's IT team is now able to devote more time to essential projects. They quickly transitioned their network from a traditional server to a cloud-based server. Their IT department also moved the entire firm's team to Microsoft 365, something they had planned on doing but had been unable to while working with their previous IT provider.

STREAMLINED TECHNOLOGY = EMPLOYEE SATISFACTION

By working with Nortec, Lippe Taylor improved their employee satisfaction. Something that has proven critical in the time of "The Great Recession." Productivity and efficiency are peaking, thanks to a rapid-response help desk and the collaboration suite Nortec implemented through Microsoft Azure, Microsoft Teams and SharePoint. Most of all, the IT team is able to keep their eyes forward on the big projects that are critical to Lippe Taylor's growth strategy.

Access a Help Desk and Strategic IT Solutions

With a 24/7/365 help desk and customized managed IT services, Nortec helps companies both small and large, local to international, get a handle on frustrating IT issues. If you're fed up with your IT experience, we can help.

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