

## Case Study: Systems Integrator Becomes “Virtual IT Department” for Customers with Remote Support Appliance



### The Challenge

Beringer serves over 1,000 companies nationwide. They service over 300 devices and servers for these companies, alongside thousands of end-users. Their growth over the years has been largely based on their reputation for providing excellent service and support to their clients.

“There’s no way you can put a price tag on the cost of support,” President Craig Beringer says. “If I don’t support my customer well, there’s no opportunity to sell them any additional products or services. Providing top-notch support is too important a factor to ignore.”

“In the old days of support, we would walk a customer through performing troubleshooting steps over the phone,” David Buggy, vice president and partner, says. “This was not very productive and took too much of the customer’s time. Over the years, we used solutions such as pcAnywhere™<sup>1</sup>, Laplink®<sup>2</sup>, Windows Server® Terminal Services<sup>3</sup>, and LANDesk®<sup>4</sup>. These solutions [made support easier], but did not give us the capabilities we need in a remote access solution.”

Serving customers with distributed sales and field services requires Beringer support reps to be able to access customer desktops no matter where they are located. In addition, many Beringer customers are in the financial services industry and are very concerned with security and audit capabilities. Unfortunately, none of the above solutions easily enabled remote access through firewalls or had sufficient auditing to meet these needs.

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Craig Beringer | Founder & President | Beringer Associates

### The Solution

Currently, Beringer has a team of 12+ support representatives providing support to all of their customers. Given their growth and responses from customers, Beringer knew they needed a remote support solution that would provide consistent accessibility, strong security and the ability to customize and collect feedback from end-users.

In 2007, Beringer initiated a project to find the best remote support solution on the market that met their three primary needs of accessibility, security and customer satisfaction. After evaluating several solutions, Beringer decided on Bomgar in December of 2007 and had it up and running immediately. Beringer selected Bomgar for a number of reasons including:

- **Multiple operating system support** – Beringer found it a plus that Bomgar supported multiple operating systems.
- **Appliance-based security** – Bomgar helps Beringer meet regulatory requirements by providing an audit trail in a central location.
- **Unattended systems support** – Bomgar was the only vendor Beringer evaluated that had the ability to remotely connect to unattended systems without involving the end-user.
- **Customizable end-user survey** – This was a very important part of Beringer’s decision to buy Bomgar because the surveys allowed them to measure support performance.

### Beringer Associates - At a Glance

**Web:** www.beringer.net  
**Headquarters:** Pennsauken, NJ  
**Bomgar Customer Since:** 2007

**Industry/Solution:** IT solutions provider specializing in IT services & support, IT outsourcing, CRM and business telephone/VOIP solutions

**Support Team:** 12+ support reps serving over 1,000 companies nationwide; responsible for over 300 devices/servers and thousands of end-users

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Craig Beringer | Founder & President | Beringer Associates

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## The Solution (Continued)

"Beringer benefits by having our reps as productive as they can be, while the customer benefits by not having to be bothered with connectivity issues," said Beringer. With previous solutions, the rep would first have to figure out how to connect with the customer before they could even begin the troubleshooting process. Additionally, the customer always had to be present to grant the support rep permission for access to the system after a reboot.

## The Results

Because their support team can connect to customers remotely, Beringer is able to deliver service consistently. In addition, they have integrated Bomgar with their ticketing system, so once a ticket is opened, they can immediately connect via Bomgar and have a complete history of the service process once it is complete.

Some of the most significant benefits of using Bomgar, according to Beringer, are reduced travel time, shorter time to resolution, and enhanced productivity.

"The tabbed session format is great for multi-tasking and enables reps to handle multiple calls and issues at once," Beringer says. "We have been completely satisfied with Bomgar and have eagerly recommended it to others in our community."

"We see nothing but a bright future with Bomgar at Beringer Associates. The Bomgar platform has enabled us to take on the role of a 'Virtual IT Department' for many of our existing customers. We are able to leverage that service to other new prospects, as well. The productivity and efficiency gains we have experienced with Bomgar are paramount in today's fast-paced help desk environment. This puts us in an excellent position to continually expand our support service levels and offerings."

## About Beringer

Beringer Associates, Inc. founded in 1995 and headquartered in Pennsauken, New Jersey provides design, implementation and support of Managed Network Services, VOIP phone systems, and CRM software, to small and medium-sized businesses. They have a strong focus on supply chain-oriented companies and those with distributed sales and workforces. Beringer is a Microsoft Gold certified partner and a GoldMine Premier Solutions Partner.

## About Bomgar

Bomgar is a provider of solutions for enterprise remote support. Our appliance-based model is designed to make support more responsive, efficient and secure. Since 2003, over 5,000 customers in all 50 states and 52 countries have chosen Bomgar as their enterprise remote support platform. Based in Ridgeland, Miss., the company is one of the fastest growing software companies in America ranked by the 2009 Inc. 500.

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<sup>1</sup> pcAnywhere™ is a trademark of Symantec Corporation.

<sup>2</sup> Laplink® is a registered trademark of Laplink Software, Inc.

<sup>3</sup> Windows Server® Terminal Services is a registered trademark of Microsoft Corporation.

<sup>4</sup> LANDesk® is a registered trademark of LANDesk Software.