PURE TECHNOLOGY

INNOVATING WITH A REMOTE SUPPORT SOLUTION TO MATCH AN IT SERVICE PROVIDER’S UNIQUE COMMITMENT TO QUALITY SERVICE

Headquartered in Leatherhead, Surrey, with offices throughout the United Kingdom, Pure Technology offers high-quality IT support services to a select set of businesses, with a concentration in the education and financial services sectors. The firm’s clients include notable U.K. organizations such as H2O Asset Management, Future Capital Partners and Prior’s Field School. Managing Director Danny Long founded Pure Technology in 2002 with the mission to provide unparalleled levels of service to the company’s clientele.

In 2007, Long recognized that the Internet and IT infrastructure environments were evolving to the point that remote IT support was a possibility. Adopting a remote support solution would enable Pure Technology to remain at the leading edge of the industry when it came to customer support. The initial remote support solution Long evaluated didn’t provide the accountability he was looking for because it did not allow for the review of past support sessions. Long also had concerns about the reliability and security of several cloud-based remote support solutions on the market. At that point, he turned his attention to Bomgar.

CHOOSING A REMOTE SUPPORT SOLUTION TO MATCH THE COMPANY’S MISSION

“Bomgar presented itself in a very fluid and dynamic way, which was quite an unusual, forward-looking approach for the time,” said Long. “With its clearly defined and well-thought-out approach to remote support, and its dedication to research and development, Bomgar differentiated itself in terms of a commitment to quality in a way that was extremely similar to what we were doing as an IT service provider. Simply put, Bomgar was a good fit for us.”

Equally important was the support session review that the Bomgar solution enabled. “No other solution came close to Bomgar in terms of accountability,” said Long. “Having the ability to review sessions and track our customer service response is a critical driver for our business. Bomgar made that possible by allowing us to record all sessions and audit them should a customer service question arise.”

SUPPORTING UNIQUE WORKFLOWS

Bomgar’s flexibility is fully supporting the very different workflows that Pure Technology has for its education and financial services clients. In the education sector, Pure Technology provides IT support to public and independent schools and pre-university programs. “Our role within the education sector is to support the IT services team at the school,” said Long. “We are responsible for the back-end infrastructure generally, but that role changes if there is an unexpected issue.” For example, if a teacher submits an examination at 8:00 a.m. that needs to be loaded into the system and ready for students by 10:00 a.m., Pure Technology steps in to take care of it. “We have the school’s whole environment supported by Bomgar so that we can very quickly access a student’s machine or help a teacher in a classroom resolve a problem, rather than having them call on the local IT team. That kind of virtual desktop support is key for the education sector,” Long explained. And with teachers and students bringing a wide variety of devices into the classroom, Bomgar’s robust compatibility with different computing and mobile devices is another important feature.
IT support in the financial services sector requires a different approach. “With financial firms, there is generally someone in-house to provide quick support to users and maintain the infrastructure, because in a trading environment they need immediate response,” said Long. “We provide backup for that person if they are working on an issue and another user needs assistance, which we can easily provide by establishing a connection with the user’s machine using Bomgar’s technology.”

Bomgar is also helping Pure Technology monitor the financial services environments in a unique way. “In a real-time trading environment, a 10-second delay in refreshing a trading platform screen can seriously affect trading performance. Obviously, IT support can’t look over the shoulder of a trader to see what’s happening. When a trader believes they are experiencing delays, we will use Bomgar to record what is happening on their terminal for four or so hours. If a delay occurs, say, at 11:05 a.m., we can look back and see what happened at that time. Having recording capabilities allows us to work with the on-site IT personnel to isolate and resolve the problem, which may be a faulty graphics card, missing update, or any number of things. Without Bomgar, it would be very difficult to identify these real-time events,” Long said.

Long stated that the reliability of Bomgar’s solution is essential, given Pure Technology’s 24/7 service desk environment. “We’ve had 100 percent uptime with the Bomgar appliance. Bomgar supplies regular service patches and upgrades which we apply to keep everything up-to-date. That kind of reliability is what sets our business apart, and Bomgar helps us deliver on it.” The accountability possible with Bomgar is also a key to delivering on Pure Technology’s mission. “We have a staff of 25 people. Everything we do and everyone who works with us is accountable for their actions. By running the Bomgar platform, which is securely located on-site, we are able to ensure that we can meet the kind of key performance indicators associated with our high level of service and review remote sessions when necessary to make improvements.”

FLEXIBILITY AND SCALABILITY TO KEEP STEP WITH AN EVOLVING BUSINESS

Looking forward, Long sees even more ways that Bomgar will help Pure Technology remain at the leading edge as an IT service provider. “On the financial services side of the business, we don’t currently have to be compliant from an auditing perspective with any existing regulations in the U.K., but we anticipate that in the next 12 to 18 months we’ll see a requirement that any interaction with a third party be monitored, including through mobile devices. Bomgar has us well prepared for that.”

Long anticipates realizing another benefit from Bomgar’s easy integration with other software systems. For example, Pure Technology is moving from its current service desk software to BMC’s Remedy service desk solution. “BMC integrates with Bomgar, allowing the specialist to launch Bomgar sessions from within the service desk ticket, and feeding remote support session details back into the BMC ticket. We’re looking forward to implementing that capability.”

As Pure Technology’s business continues to grow, Long is confident that Bomgar will continue to play a critical role when it comes to the services the company provides. “We’re beginning to look at enterprise licensing, which will allow us to easily scale to meet future needs,” Long said. “And we’re seeing that as we move forward, our business model is changing. With the experience we now have with solutions like Bomgar, more businesses and institutions are seeking our advice as consultants to their IT department when they are implementing these kinds of solutions. We have gained the understanding and clarity to know how a robust solution like Bomgar can be applied effectively within the finance sector, private education or a traditional support environment. So now, we’re starting to sing Bomgar’s praises even beyond our core remote support business.”

While Pure Technology continues to evolve its business model, Bomgar will be there to provide the flexibility, scalability and innovation the company needs to fulfill its mission to provide every client with the utmost quality in IT support and customer service.