

TECH ETC. CASE STUDY

“Our representative gives me all the information I need about pricing options, installation updates, troubleshooting and anything else that helps us better serve our customers. And he’s a tech geek—just like me.”

– Rob Schrynemakers, Co-Founder, Tech Etc.



The Challenge

- ▶ Extend high-speed broadband and voice services to both metro-based users and users in more remote areas of California where larger providers won't go
- ▶ Arrange for competitive pricing packages for smaller retailers that are just getting started
- ▶ Form a partnership with a provider who strives toward custom-fit solutions, instead of one who tries to oversell with high-pressure tactics

The Solution

- ▶ T1 with 1.5 Mbps speed and Bonded T1 with up to 12 Mbps; both come with full-duplex data transmission and priority data routing
- ▶ MegaPath Business Ethernet with up to 45 Mbps speed for companies in dense metropolitan areas
- ▶ Pro-active monitoring ensures that any connectivity issues are minimized
- ▶ Business DSL brings fast, affordable broadband for file downloading and Internet availability

The Result

- ▶ High-speed voice/data now reaching California regions that previously had to go without—allowing small businesses to prosper, as well as larger banks and other companies to open local locations
- ▶ Tech Etc. clients know they are getting the communications solutions suited for their size, industry, and ambitions, as opposed to pricier options they don't need; as they expand, they can upgrade as required
- ▶ T1 with 1.5 Mbps speed and Bonded T1 delivers 100% throughput and 99.99% uptime

Tech Etc. Overview

Tech Etc. is a classic case of turning a personal passion into a thriving enterprise. The computer technicians of Torrance, Calif.-based Tech Etc. were all previously employed in different fields. Schrynemakers served as a banker/business development officer for a large, commercial bank. Bill Bailey did computer-assisted drafting.

“We always loved computers,” Schrynemakers explains. “It was a hobby for us to take on some new network design or cabling project. We learned everything on our own, and got to the point where we could do high-speed Internet conversions. Things took off from there, and before long, we launched the company.”

They must be doing something right: Tech Etc. doesn't advertise, as nearly all work comes to them via positive word-of-mouth. Tech Etc. retains two dozen regular clients and at least 100 occasional ones in a given year, supporting the computer, phone, printer, fax, Internet access, desktop and website requirements of doctor's offices, law firms, credit unions, schools and other organizations.

Customer Credibility

MegaPath established instant credibility with Tech Etc. and continues to bring value to the partner relationship. “It’s because of our dedicated account representative that we keep coming back,” Schrynemakers says. “He completely ‘gets’ what we’re going through in the field. If a customer doesn’t understand the solution or the pricing, he gets right on the phone to explain to them what goes into the job and what standard of quality can be expected. He explains the technicalities in simple terms to our clients when certain topics are beyond our scope.”

Smooth Handoff

Tech Etc. invests face-to-face time to get a clear assessment of what voice/data arrangement will make for the best fit for a location. Then it leaves the installation to MegaPath. “It’s a smooth handoff,” Schrynemakers says. “There aren’t usually any delays. And in the rare case when there is one, MegaPath is there to explain what is happening and what’s going to happen next. They’ll never ‘talk down’ to anyone. Good luck trying to get the big vendors to make that kind of effort.”

Selling the Right Package

MegaPath appreciates the challenges that all companies face—from large enterprises to mom-and-pop shops. “Their reps realize that you shouldn’t attempt to sell them a sports car when they only need a sedan... at least for now,” Schrynemakers says.

The MegaPath Advantage

The Speed You Need

Whether T1, Bonded T1, or Business Ethernet, both shops and major corporations seeking location/branch expansions grow without connectivity lags.

Watchful Eye

Proactive Monitoring for Business Ethernet establishes an advanced, hosted service from MegaPath’s Network Operations Center, watching 24/7/365 to minimize disruptions.

Meaningful Connections

MegaPath representatives speak to customers in a way that fosters trust and a high level of comfort.