

**Company Name: Coastal Solutions, Inc.**

**Services Offered: IT Support Services and Product Sales**

**AVG Managed Workplace® Partner Since: 2008**

**Website: [www.coastalslns.com](http://www.coastalslns.com)**

An early warning from AVG Managed Workplace made it possible for Coastal Solutions to react rapidly to flooding at a customer site, raising the alarm and averting total disaster.

#### **The Opportunity**

The pipe burst early on a Sunday morning, flooding the offices of Firstech Environmental, taking down the server and threatening office equipment worth thousands of dollars. When the server became unresponsive, AVG Managed Workplace automatically fired off a message to Sean Corbet, Executive Vice President at Coastal Solutions, Firstech's managed services provider. Corbet contacted Firstech's President and owner Mike Lasko, who immediately went straight to his office and arrived in time to avert total disaster. "Mike appreciated the work that we did for him before, but now he really gets it and he's telling everyone. If we hadn't been monitoring and alerting on his environment 24/7, he would have gone in Monday morning to a complete catastrophe. I mean, really expensive damage and a major service interruption of many days, if not weeks," said Corbet. "This is just one example of the kind of value you can get when you work with the right managed services provider running the right technologies."

#### **Partner Solution**

Coastal Solutions began providing IT support to a client base of small and medium-sized local businesses including accountants, realtors, lawyers, medical practices and banks in 1991. "That client base helped us grow our business even in the recession," said Ben Toresco, President and owner of Coastal Solutions. "There is no question that their referrals and their loyalty is the result of two things: our customer-first philosophy, which we're deeply committed to, and the recurring revenue and project sales we are able to generate through managed services with AVG Managed Workplace."

#### **Challenge**

Passionately committed to delivering the highest customer service at a reasonable cost, Coastal Solutions was looking for a tool that would enhance their services without increasing the price tag for their customers—or their own business.

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#### **Partner Profile**

Proudly serving New Jersey for 20 years, Coastal Solutions is a leading NJ provider of IT hardware and service, specializing in computer and network repair and maintenance, backup solutions and healthcare-specific IT solutions for over 350 small to mid-sized businesses.

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#### **Solution**

Coastal Solutions switched from a "home-grown" monitoring system to AVG Managed Workplace in 2008, which allowed them to collect, analyze, alert on and report on significantly more network performance data than before. Automation, monitoring, alerting and remote remediation has saved them and their clients thousands of dollars.

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#### **Benefits**

Partnering with AVG Managed Workplace, revenues have grown as a direct result of both recurring revenue and increased project sales generated by AVG Managed Workplace. Coastal Solutions has achieved 20-25% annual revenue growth with AVG Managed Workplace deployed on their largest customer sites, representing over 500 work stations and 40 servers. With the proven success of the solution, Coastal Solutions is now using AVG Managed Workplace more broadly across their customer base.

## Partner Solution

Coastal Solutions was using a “home-grown” monitoring system until adopting AVG Managed Workplace in late 2008. “I was looking at it as a business owner, but I also wanted to know how it was going to benefit our clients. You put all the technology aside and the bottom line is we’re in the service business. We help people. We strive daily to be the best at that. Looking back with that in mind, going with AVG Managed Workplace was certainly an excellent decision,” says Toresco.

To transition their customer base from their old monitoring system to AVG Managed Workplace, Corbet simply explained the advantages of the new system at contract renewal time: deeper monitoring, 24/7 alerting, thorough reporting, and significant cost-savings through rapid remote remediation. It was an easy sell. Ironically, one of the few challenges they occasionally face is as a direct result of their competence in keeping client IT running smoothly. “Because clients experience such stable IT, they get used to that as ‘the new normal,’” adds Corbet.

“It’s a good thing, but they really need to see those monthly reports that show all the work we’ve been doing in the background. And I guess there’s nothing like an occasional crisis to drive the point home about what kind of value they’re getting.”

## Problem Solved

Five years ago, Coastal Solutions did almost everything on site; now they estimate that 50-60% of their work is done remotely. This evolution in their business process saves time and cuts costs significantly; slashing travel expenses and generating savings that Coastal Solutions is able to pass along to clients. Using the remote management and automated task features of AVG Managed Workplace, Coastal Solutions staffers are able to remove viruses, install software, restore files and much more.

Coastal Solutions also monitors its own environment with AVG Managed Workplace—so when a server went down while Corbet was on vacation, he was notified and able to ensure the appropriate action was taken to solve the problem. “One of our techs verified that it was still under warranty, and by the time I was back in a few days, it had been replaced with no interruption to our business and everything was back to normal,” said Corbet.

“Everybody’s problem is a major one to them in the moment, whether it’s a printer malfunction or a server down. They want a quick resolution; we deliver that. They can call us any time of day or night and get a person on the phone. With AVG Managed Workplace, what they’ve discovered is that we’re usually already on it by the time they pick up the phone. They love that. They call with their problem, and we get to say, ‘Don’t worry. We know. We’ve been working on it for half an hour already. Give us five more minutes and it’ll be all sorted out.’”

“This very thing happened just the other day when email went down for a client with 400 workstations,” said Corbet. “But it happens all the time. We fix stuff before they even know there’s a problem.”

“**With the early warning from Coastal Solutions, Mike Lasko was able to get the flooding under control and save the server, save the company’s equipment, all its important documents and prevent further water damage to the office itself.**”

Sean Corbet Executive VP, Coastal Solutions, Inc.

## About AVG Managed Workplace

AVG Managed Workplace is a remote monitoring and management software and services platform used by thousands of IT service providers around the world to deliver comprehensive IT support to small and mid-sized businesses. AVG Managed Workplace’s extensive management and automation features, deep integration into the IT ecosystem and fully integrated white label NOC and Help Desk services allow IT services providers to remotely support all of the IT products and services their end customers rely on from a single web-based dashboard.

**See All. Manage All. Service All.**  
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