

The Customer

Texas Motor Transportation Association (TMTA) is located in Austin, TX. Founded in 1932, TMTA is an advocacy and lobbying firm representing the trucking industry. Texas has more than 850,000 commercial driver's license holders. Trucking employs 673,349 people in Texas or 1 out of every 14 workers.



The Situation

Tracking the legislation at the Capitol and communicating with its membership is a significant effort. TMTA tracks about 250 bills per session. TMTA's reliance on information technology (IT) has grown considerably, making uptime and connectivity essential to its day-to-day operations.

"TMTA is very dependent on communicating to our customers via email. We email approximately 20,000 newsletters, alerts, and announcements per month. We rely on our ability to reach our members daily and often on a moment's notice," said John D. Esparza, CEO of TMTA.

TMTA had been using a well-respected local technology service provider. Their IT systems expanded over the years to include an Exchange Server, a few data servers, desktops, and laptops. They **thought** they were being proactively monitored...that is until the '**Nigerian Spammers**' invaded the Exchange Server.

Nigerian Spammers Take Over...

The Exchange Server had become infected with a virus and this invasion allowed Nigerian Spammers to take control of the server. TMTA was blacklisted by a long list of Internet Service Providers. Emails, newsletters and alerts were being filtered as SPAM and never arrived in TMTA's customer mailboxes. The server, the heart of TMTA communications, was down for several weeks while their current IT provider tried to troubleshoot the problem. Eventually they ended up replacing the entire server.

"We were down so long that we lost faith in our (then) current IT provider. That's when we brought in The Utility Company (TUC) and they uncovered numerous other problems with the security and setup of our systems," stated CEO John D. Esparza. "Before we called The Utility Company, we were running at about 20% effectiveness. That is 'Defcon 4' in our line of work."

The Solution

The Utility Company first surveyed and then went to work fixing TMTA's infrastructure issues. Then TUC implemented Connected Office Network and company-wide virus protection. With Connected Office Network in place, TMTA's mission-critical network infrastructure was safeguarded through remote monitoring and management.

The Result

When asked what the biggest benefit gained by using The Utility Company, Esparza's response was clear:

"Peace of mind. To put that in terms that our customers understand, we are inspecting our vehicles daily now instead of waiting for a catastrophic breakdown. We now have the ability to keep track properly, maintain our equipment and it saves us from buying new trucks every time something like this happens. I would also say that The Utility Company is not just a computer repair company - they are more like having our very own Chief Information Officer. Through our local Utility Service Provider, Eric Lambiase (owner of The Utility Company of Austin, Texas), we get advice on how to make our business better through technology. The best practices information that is passed on is a tremendous benefit."

Customer's Thoughts on Managed Services Vs. Break/Fix Support

"When you keep waiting on pins and needles for something to go wrong, I can tell you that Murphy's Law applies - if it can go wrong, it will."

"That's why the insurance industry is alive and well in this day and age - you have to insure your business against outside threats. In the end, it can still happen. It is your responsibility to put yourself in a position to avoid that and I am here to tell you, that it's not by sticking your head under your monitor and hoping it doesn't happen to you."

Utility's View

"For organizations like the TMTA where regular communication to their customer base is essential, and such a large part of what they do, they need the assurance of reliable technology," stated Mark Scott, President and Founder of The Utility Company. "Especially when their credibility with their members (customers) depends on those regular communications. John made the analogy of proper technology support and planning to the way the insurance industry operates...we tend to think of ourselves as 'technology insurance' for your small or medium-sized business."

About The Utility Company

The Utility Company® is a leading provider of virtual IT service and support for small and medium-sized businesses, delivering the required hardware, software and service for a monthly fixed fee per user.

Our Connected Office® service program provides a single point of contact to deliver and manage technology, communications and vertical line of business applications - **95% Remote; 100% Proactive.**

Customers are supported by local Utility Service Providers delivering on-site service and business-technology consulting to reduce spending and increase utilization - our Beyond Managed Services® franchise opportunity is available by prospectus only.

Learn how to make technology work for your business today at theutilitycompany.com