

Wooden Spoon Technologies

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Business Challenges

Clients struggling to give remote employees and offices access to data that resides on central file servers and workstations, leading to client frustration

Mobile end users not connecting back to the main office, creating data silos on laptops and inadequate backup scenarios

Client-designed workarounds that are unmanaged, increasing labor costs and encouraging a break-fix business model instead of a managed services relationship

Results

File sync agent installed on central file servers and workstations, letting remote employees and offices access and share files from any location

Agent installed on laptops, automatically syncing critical files and doubling as a file-level backup solution

Business-grade file sync solution that solves diverse existing and new client needs, resulting in improved client satisfaction as well as upsells and new business opportunities

Based in Santa Rosa, California, Wooden Spoon Technologies provides computer and network support to over 100 clients in the Santa Rosa and Greater Sonoma County area. By using eFolder Anchor, Wooden Spoon Technologies has redesigned the way clients access files stored on file servers and critical workstations.

For Wooden Spoon Technologies, offering great managed services involves making companies more efficient, without disrupting business as usual.



Zach Mesel, President and CEO, Wooden Spoon Technologies

"The last thing clients want to think about is IT," says Zach Mesel, President and CEO of Wooden Spoon Technologies. "They want to run their businesses smoothly. They know technology is crucial, but it's not something that they want to deal with."

Wooden Spoon delivers solutions to clients across numerous verticals. To serve these diverse clients well,

Wooden Spoon has to understand the unique challenges that they face. And to scale its business, Wooden Spoon has to overcome challenges using as few solutions as possible.

Over the past two years, Wooden Spoon has come across its fair share of client challenges. Those challenges include clients not having remote access to important files, inadequate syncing of files back to the file server, and troublesome employee workarounds.

Fortunately, Wooden Spoon found a solution to these client challenges with eFolder Anchor, a business-class file sync solution designed specifically for IT service providers.

Wooden Spoon approached a prospective client, an architecture firm, which had a remote employee who needed to access the file server. That remote employee depended on a slow VPN connection, which was frustrating and hindered file sharing with the main office.

To solve the issue and win a new client, Wooden Spoon used Anchor's File Server Enablement (FSE) feature. FSE allows for the installation of an Anchor sync agent on a file server, allowing files and folders stored on the file server to be easily accessed, edited, and shared from any approved device.

"We saw an opportunity to do things better," says Mesel. "Anchor was our foot in the door."

That relationship has since developed for Wooden Spoon into a larger managed services agreement.

Wooden Spoon leveraged FSE again to satisfy an existing client, a land surveying company, which needed employees at two different offices to be able to access separate file servers. By cloud-enabling the file server at both locations, Wooden Spoon gave employees the ability to sync and share files between the two sites. Similarly, for another existing client, a construction company, the deployment of FSE helped workers in the field gain mobile access to a central workstation that stored files.

In both cases, Wooden Spoon significantly improved client productivity and, as a result, client satisfaction.

"Helping clients be more efficient is the surest way of keeping them happy," says Mesel.

Finally, Wooden Spoon has deployed Anchor with two existing clients that had employees who were not backing up or syncing laptop data back to a central location. One medical client has Anchor, a HIPAA-compliant solution, installed on a laptop so that files will automatically sync with a central workstation. A winery has Anchor installed on laptops to sync with a central file server. Employees can work as before, and these clients no longer have to worry about data silos or employees failing to upload files back to the central office.



With Anchor's File Server Enablement feature, Wooden Spoon helps clients access files stored on local file servers and critical workstations

Wooden Spoon's deployment of Anchor, leveraging the solution's FSE and backup functionality, has helped previously challenged clients. The result has been the acquisition of new clients and the retention and upsell of existing clients. Wooden Spoon achieves 60% gross margins on average with Anchor.

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