

MANAGING THE CRISIS ON THE FRONT LINES

We all know that technology is key to running a business. Almost no business today can survive without it.

Even relatively minor events, such as a PC that freezes up or a too-slow Wi-Fi network, can hurt productivity. Time is money, and business need and expect rapid responses to technical issues.

Fast forward to the COVID-19 crisis. Most of our clients had less than a week to prepare their entire staff to work from home.

As an MSP, planning for the unknown is part of our DNA. It's our job to make sure our clients have the strong IT infrastructure in place needed to function in nearly any situation, with a minimum of interruption.

We have always taken this responsibility extremely seriously. But in the context of this crisis today, we now find ourselves on the front lines of a bigger battle.

Our work not only ensures our clients can maintain their operations, our work empowers everyone to do their part to flatten the curve and slow down the spread of this virus.

Specifically, we are helping our clients keep their remote employees happy, healthy, and productively working at home - enabling social distancing to be effective.

By ensuring that technology is not among the things our clients' employees need to worry about, we're helping to maintain morale and create a positive work experience.

Ntiva employees are working around the clock to make this all happen - including:

- Rushing equipment to clients, such as the additional laptops needed for remote work.
- Quickly setting up VPNs so remote employees can securely access company servers.
- Showing our clients how to use their existing tools more effectively and efficiently.
- Improving security - while this was always a top priority, it has become of prime importance as hackers are taking massive advantage of remote workers and data.

Across our company, our team is stepping up to this challenge and working tirelessly to help our clients. Here are just a few examples:

- A new healthcare client had an urgent networking issue. They had been operating in an environment with very little documentation, so Jorge Esguerra (Field Ops) worked until midnight to successfully set up the client's VPN and routing so remote employees would have access to the important data. This enabled the clinic to continue serving patients in a critical situation.
- A ransomware issue brought down the network of a local non-profit, who are on the front lines of providing important community work, including communications around actions needed to help control the spread of the virus. Seth Kaufman (Field Ops) worked tirelessly to get the client back up and running, leading a team of colleagues to rebuild their server more securely and provide fast access to remote employees. This meant over 100 employees were enabled to continue with important community work.
- A small company struggling to keep business afloat needed immediate help to get their workers up and running as fast as possible. Jerry Phannenstill worked overtime to provision new laptops for all the employees, ready to go with the right business applications and secure connectivity to be able to access the company resources. This company would likely have had to close its doors if they were not able to resume operations so quickly, putting even more people into the unemployment lineup.

The Ntiva team continues to find new and creative ways to support our clients and each other during this unprecedented time. We count ourselves lucky to have careers that are so important and allow us to add such critical value to the world.

We believe this positivity can spread even faster than COVID-19, and we are working hard to ensure it does. Every time a client submits a service request, it's an opportunity to enable and empower people to be successful in a challenging time. Even more importantly, we have the power to bring joy to their lives by delivering the technology they need.

How do we do this? [Response, Accuracy, and Care.](#)

Thank you so much for allowing us to play a role in your success. We are all in this together, and together we'll come out of this crisis stronger than ever.

Sincerely,
Steven Freidkin, Ntiva Chief Executive Officer