

The Ntiva Difference:

Growing People and Businesses

What makes Ntiva different from other IT Service Providers? To answer that, it's helpful to look at how we started and where we are now.

We launched Ntiva back in 2004. We didn't have a sales team, but we nonetheless continued to grow over the next decade solely through word of mouth and referrals—a testament to the exceptional service we have always delivered. By 2015, Ntiva was firmly ranked in the top 500 MSPs in the U.S.

But while great service may have been sufficient to grow in 2004, today, it's table stakes. The pace and complexity of technology is changing at staggering rates, and the competition in our industry has become fierce.

To truly help clients today, a great IT provider needs to deliver not only the core services, but next-generation solutions as well. Additionally, this must all be done in a cost-effective way. This is a tall order, and it's increasingly difficult for smaller providers to deliver the kind of services companies need if they want to keep pace with their competitors.

Over the past 15 years, we have deliberately focused on strategically growing and scaling

Ntiva. Because of this, we're able to deliver the forward-looking technologies and build the lasting relationships our clients need and expect from us. As we reflect on our own growth and look at what matters most to our family of customers and employees, it ultimately comes down to this:

At our core, we're a company that exists to grow people and businesses.

As we live out this mission, we believe three factors make the difference for companies who choose Ntiva:

1. We continue to grow and scale, so we can deliver what our clients need.
2. We invest in our people as well as our technology, which benefits everyone.
3. Even though we're a big company, we still act locally and invest in our community.

Here's why these factors matter.



1. Growing Future Giants

(Advantages of Scale)

Our company was built by solving the problems of future giants. Over 1000 small and mid-size companies have let Ntiva turn IT from a burden to an accelerant to growth. We cut our teeth on solving problems for businesses just like yours, and continue to do so.

One of the ways we continue to grow and succeed is scale. The core IT services that we and other providers have been delivering for years have become commoditized. Without the ability to invest in tools, technology, people, and process, many providers will struggle to remain competitive.

We've made sure to position Ntiva to capture every economy of scale possible, in order to be able to invest back into the business. For instance, we've invested heavily in automation, which enables us to keep our costs down and pass those savings on to our clients.

Our scale has also enabled us to invest in new technologies, such as cyber security protection. We've built a cyber security powerhouse, offering an extensive suite of cyber security services along with the specialized talent to manage it.

Through both acquisition and organic growth, we are now one of the top 30 IT service providers in the U.S.—which means we have the capacity and capability to meet even the most complex needs of our sophisticated and fast-growing clients.



2. The Power of People

(Knowledge and Innovation)

Continued growth is also key to providing our employees the opportunity to learn new skills, move up into new roles, and in turn offer their knowledge to our clients.

As an example, we've built a product management team responsible for investigating emerging technologies and new opportunities, which means we can better value to our clients. This also goes above and beyond the old model of tech teams who never get past the "you break it we fix it" mindset.

We've also been able to add vertical expertise to our teams, which ensures our clients work with Ntiva staff who truly understand the unique needs of their specific industries. Because we know their industry and have our pulse on the newest technology advancements, we can proactively help them use technology as a competitive advantage and guide them to make strategic moves ahead of their peers.

In short, when our team grows, so does yours.



3. In Your Community

(Delivering Global Services With a Local Touch)

It's a delicate balance to scale large enough to provide the full range of services the market demands, while still also delivering the local touch that is necessary to build meaningful relationships.

We work hard to accomplish both. Even as we continue to grow, we're also committed to having a local presence in every community we serve, building strong personal relationships with our clients (who we often see at church or local events), and offering philanthropic programs in every location.

All of this brings us back to how we started and who we are at our core. We exist to grow people and business through advanced technologies—and we have never forgotten what brought us success in the first place: our exceptional customer service.

[Learn more about how Ntiva can help YOUR business grow and succeed!](#)

