

### *A&M Recovery Services Achieves Almost \$200,000 in Savings with Broadview Networks Cloud Services*

#### **BACKGROUND**

A&M Recovery Services is a property preservation and maintenance company located in Starke, Florida, a town situated between Jacksonville and Gainesville. A&M Recovery has grown rapidly over the past eight years due to the entrepreneurial spirit of its founders—it was started by two brothers with a single truck and has grown into an operation that now employs approximately 50 people and has a network of 60 sub-contractors spread across multiple states. The company works with banks and real estate agencies to provide property preservation and maintenance services for residential and other properties. To do so, the company must manage 30,000 customer work orders and more than 300,000 photos per month.

#### **CHALLENGE**

As a growing company, A&M Recovery was faced with the challenge of deploying a premises-based computing solution using newly designed custom application software to manage its workload and workforce. This custom software was designed to allow the company to manage all of its work orders and photos from its customers, to process and assign work orders to staff and contractors, to verify that the work was completed, and to generate and process invoices.

It needed to deliver this custom application quickly as well as make it accessible to their external contractors located over a large geographic area. And it had to do so without actually physically visiting every single location to install the software and train its users. This challenge was neither technically nor logistically simple and it created an economically unworkable solution model for both the company and its contractors.

Moreover, A&M needed to complete this transition to the new application within 30 days, prior to the start of its busiest work season. But the company found itself unable to meet this deadline with a premises-based solution, especially one that required hundreds of thousands of dollars of capital investment.

The project had a high stress factor for A&M, given that the company had previously run into several complications during its application-upgrade project. All of this happened despite its having had success in the past growing the business and despite a strong belief in its ability to deliver an upgrade that promised both great value and efficiency for the company and its sub-contractors.

#### **SOLUTION**

Personnel at A&M really were not sure where to find a solution that would meet all their needs. They figured an Internet search would point them to an appropriate solution, one they could license and implement quickly and easily. Unfortunately, they were unsuccessful in finding a solution partner that was able to effectively translate their custom application requirements into a scalable and cost-effective premises-based solution and

#### **Company Profile**

**Name:** A&M Recovery Services

**Service:** Property Preservation/  
Maintenance

**Location:** Starke, Florida

**Size:** 50 employees, 60 sub-contractors across multiple states

**Challenge:** Deploying a premises-based computing solution using newly designed custom application software to manage its workload and workforce across multiple states within a very tight timeframe.

that matched the specific requirements of their business, partners, and contractors.

It also became clear that A&M Recovery would need to move its new software application, as well as access to it, to a more flexible and highly available cloud-based environment.

It was looking for a solution that could:

- ▶ **Handle custom-developed applications accessible via the web**
- ▶ **Enable tight and secure integration with Microsoft Exchange Server 2010 for messaging and collaboration**
- ▶ **Support unique operating system requirements for custom-developed data loaders that interact with each web session to process each customer and partner transaction**
- ▶ **Support dynamic scaling on the back-end for a highly transactional SQL database that stores critical customer data**
- ▶ **Provide integrated domain services**
- ▶ **Allow all back-end services to interact privately and securely using a single interface to the public Internet**
- ▶ **Offer comprehensive back-up services that can handle open files with defined retention schedules**

After attempting to secure an appropriate solution on its own, A&M decided to call upon a trusted consulting partner to help it secure the right cloud computing provider. Limitless Technology, a communications technology products and services company located in Lake Mary, Florida, has been A&M's solutions supplier for data and voice communications services for three years. Limitless Technology knew exactly who to recommend to A&M to meet the company's need for comprehensive cloud computing services—Broadview Networks.

Broadview Networks approached their assignment with A&M Recovery by using a highly consultative approach. Its Solutions Engineering team took the customer through a structured analysis in order to define its requirements for a secure network in the cloud that has semi-public access.

As a result of this consultation and analysis, Broadview recommended that A&M implement a cloud-based server solution that delivers infrastructure and computing capacity on demand. The solution consisted of multiple cloud-based virtual-server instances in order to meet the scaling and capacity requirements of A&M's complex application needs. It also provides full administrative control and visibility of the infrastructure environment both for A&M's internal technical resources and for its vendors.

The solution incorporated Broadview's custom-designed public and private cloud server solution with enterprise-grade storage area network (SAN)-based backups. Broadview's cloud solution offered the scale, high availability, and predictability that A&M needed to feel comfortable when moving its critical application to the cloud-based environment

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President and CEO of  
Limitless Technology

Todd Larsen, President and CEO of Limitless Technology. "With the most comprehensive capabilities for servers, storage, bandwidth, technical expertise and customer service and support, we were confident in recommending Broadview for A&M Recovery's transition to the cloud."

By means of its expert evaluation, solution design, and implementation, the Broadview team helped A&M to achieve a smooth transition to its new software application. The company was also able to realize an even greater degree of success than originally anticipated, one that enabled personnel at the main site and satellite offices, as well as subcontractors, to take advantage of the benefits of convenient, secure, and efficient access to the application via an online portal.

## RESULTS

By working with Broadview Networks to deploy a cloud-based solution, A&M Recovery saved almost \$200,000 in capital costs for new hardware and software—as well as the costs associated with installation, maintenance, management, and support. Broadview now maintains all server and storage hardware, provides updates and repairs when needed, and supplies A&M with a redundant applications environment for all failover as well as for backups, monitoring, and testing.

Instead of deploying an in-house solution, the company transitioned to a cloud environment that completely eliminated its need for a huge capital outlay while also improving the overall efficiency of its operations. Not only has Broadview's cloud-based solution reduced A&M's cost to just a fraction of what a premises-based solution would have been, but it has also made it easier for A&M's staff and sub-contractors to do their jobs.

Finally, A&M's staff now operates its mission critical application in a more streamlined and secure environment that provides a very high level of redundancy and flexibility for workload and workforce management. The transition to the cloud has helped to make its application more accessible to staff and sub-contractors, and it will also allow a higher degree of scalability as the company grows and expands. Broadview's cloud services have delivered the triple benefit of saving the customer time, money, and worry.

## CONCLUSION

While A&M was impressed beyond measure with its savings, Broadview was also able to delight its customer with outstanding service and support and with better application availability than A&M could have achieved on its own. Moreover, A&M achieve these results without having to allocate considerable time, capital, and other resources to this project.

Andrew Strickland, president of A&M Recovery Services, said, "We are really pleased with the superior customer service and support that Broadview provides. The professional analysis of our needs and the implementation by Broadview's solutions engineering team were outstanding. Ongoing support has been just as attentive now, months into our implementation, as it was at the start. Broadview has certainly helped to solve our challenge with a robust cloud computing solution. But if I had to point to one thing, I'd have to say that the overall quality of their service and their dedication to us as a customer has helped to make our application soar."

A&M Recovery Services found success with Broadview Networks as their cloud computing solutions provider, so much so that A&M plans to expand access to its cloud-based application to include other large sub-contractors in the near future, and possibly other similar businesses, by the beginning of 2012.

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**Andrew Strickland**  
President of A&M Recovery Services



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