



Connected Office **ENTERTAINMENT** Success

The Customer

Knight Enterprises is one of Canada's most successful independent media production companies. They produce innovative, captivating and highly stylized lifestyle programming for stations such as The Food Network and HGTV. Knight's programming can be seen in over 91 countries and features programs such as The Great Canadian Food Show, Cook Like A Chef, Licence to Grill, This Food, That Wine and Junk Brothers.

Knight Enterprises also maintains an active licensing strategy. The company's merchandising portfolio includes a line of best-selling cookbooks, original music from their series and online content tie-ins designed to heighten viewer loyalty. The company is always searching out new technologies that allow for further growth & development out of new content distribution models and platforms while maintaining the quality programming they are known for.

The Situation

Knight Enterprises is a company always in motion. They are headquartered in Ottawa, Canada, but are constantly on the move wherever the next TV production takes them. They have a core staff that requires constant technical support but their team grows as each production requires it. Early in 2009, Sheldon Speers, Knight's VP of Business Affairs, overheard an interview with one of The Utility Company's (TUC) executives on the radio and, liking what he heard, decided to bring Utility in for what amounted to a 'sanity check' on his then current provider. His original intention was to verify that they were getting good value from his existing IT supplier, but the lure of Utility's TRUE fixed-fee pricing, in combination with the extra value of TUC's Connected Office programs, led Sheldon to make the switch.

The Initial Solution

The Utility Company presented Knight Enterprises with a fixed-fee Connected Office Managed program package for its core employees but also gave them the flexibility to add temporary employees as needed on a shoot-by-shoot basis. This means that Knight's day-to-day infrastructure is proactively monitored and managed and their employees all have access to TUC's 1-866-My-Utility Live Helpdesk service for remote technology support, advice, training, etc.).

In their Connected Office Managed package, Knight Enterprises receives:

- **Network monitoring** - remote server monitoring and management.
- **Security & protection** - ongoing anti-virus and patch management service.
- **Online backup and storage** - remote backup of servers.
- **Asset & lifecycle management** - tracking of all hardware and software assets, including updates, usage and compliance.
- **1-866-My-Utility Live Helpdesk** - support for end-users with secure remote access to network and desktops for on-demand service and training.

The Result | Customer's Thoughts

Knight had some experience with remote support with their previous provider, however they felt that their provider wasn't truly in sync with their needs - that their helpdesk staff acted more like 'ticket takers' - taking down information for the inevitable onsite visit. To the contrary, when asked about Utility's live North American helpdesk staff, Sheldon Speers, Knight's VP of Business Affairs said "The remote support is great. Our previous provider also offered phone support, but they never really seemed to have a handle on who we were as a customer. Quite often, the phone support was really just a frontline option to order a technician to come onsite. With Utility, I would say that about 95% of the problems we've encountered have been solved remotely. We've had a technician here a couple of times, but those were mostly the result of hardware failure. And, as they told me when we signed up, there have been no extra charges for those onsite visits. In fact, we haven't had any additional invoices at all."

"Utility is proactive too. We have a fairly straightforward set up here, so there isn't a lot of forward-thinking that needs to be done but they've made a few suggestions which have been helpful. We're likely to undertake a project in the next few weeks to redesign how our office connects into the server to speed data transfer for our users. That was completely at the suggestion of one of their technicians. The server migration will likely be outside of the scope of our contract, so I do expect additional charges, but, that being said, we were never pressured to implement the suggestion. If it makes things better for our staff, then it's worth the expense."

Given the remote nature of much of the work Knight does, they have appreciated the fact that the certified technicians working at TUC's helpdesk act as frontline trusted technical advisors & proactive problem solvers. Virtually eliminating the need for onsite service meshes well with the mobile needs of Knight. When asked about why he chose the service, Mr. Speers said "I would point to the flexibility of the contract model. Since we are producers of television shows, when we go into production, we quite often set up another office "on location" that's staffed by contract workers. The contract with Utility allows me to add them (for additional fees) and then remove them when we close up the production office. That's helpful, since I don't have to sign on for a specified time period for those extra machines. I'm personally very happy with the relationship so far."

Utility's View

"We've done a lot of work for unique companies", stated Mark Scott, President of The Utility Company, "and Knight Enterprises definitely has a unique product and some different needs than a more standard office might. Thankfully, we're a little different too. We treat each one of our customers with the same respect and quality of service but our business model was set up in such a way that we can effectively provide tailored solutions to unique companies like Knight. They've etched out a unique set of products, in a crowded landscape, in order to differentiate themselves. That's familiar ground for us."

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