



**navigate**2017<sup>©</sup>  
by **∞**continuum

# Getting Your Clients To HANG UP On The Competition



Raj Goel, CISSP  
CEO, Brainlink International, Inc.

# Getting Your Clients To HANG UP On The Competition

# Speakers



Raj Goel, CISSP  
CEO, Brainlink  
International, Inc.

# Agenda

Can you make BOLD promises?

Leverage Continuum

STAFF Education

Client Education

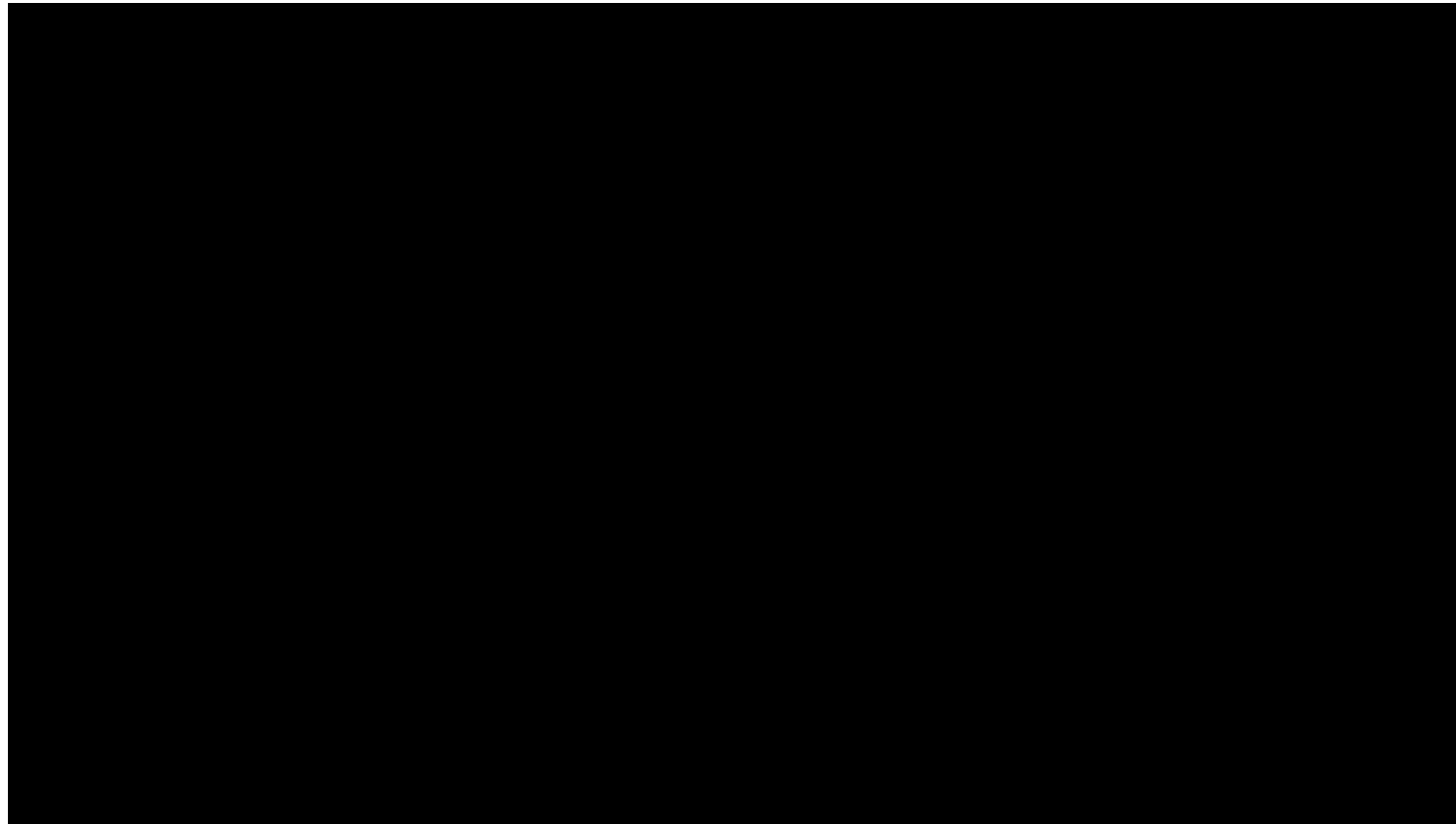
Success Stories

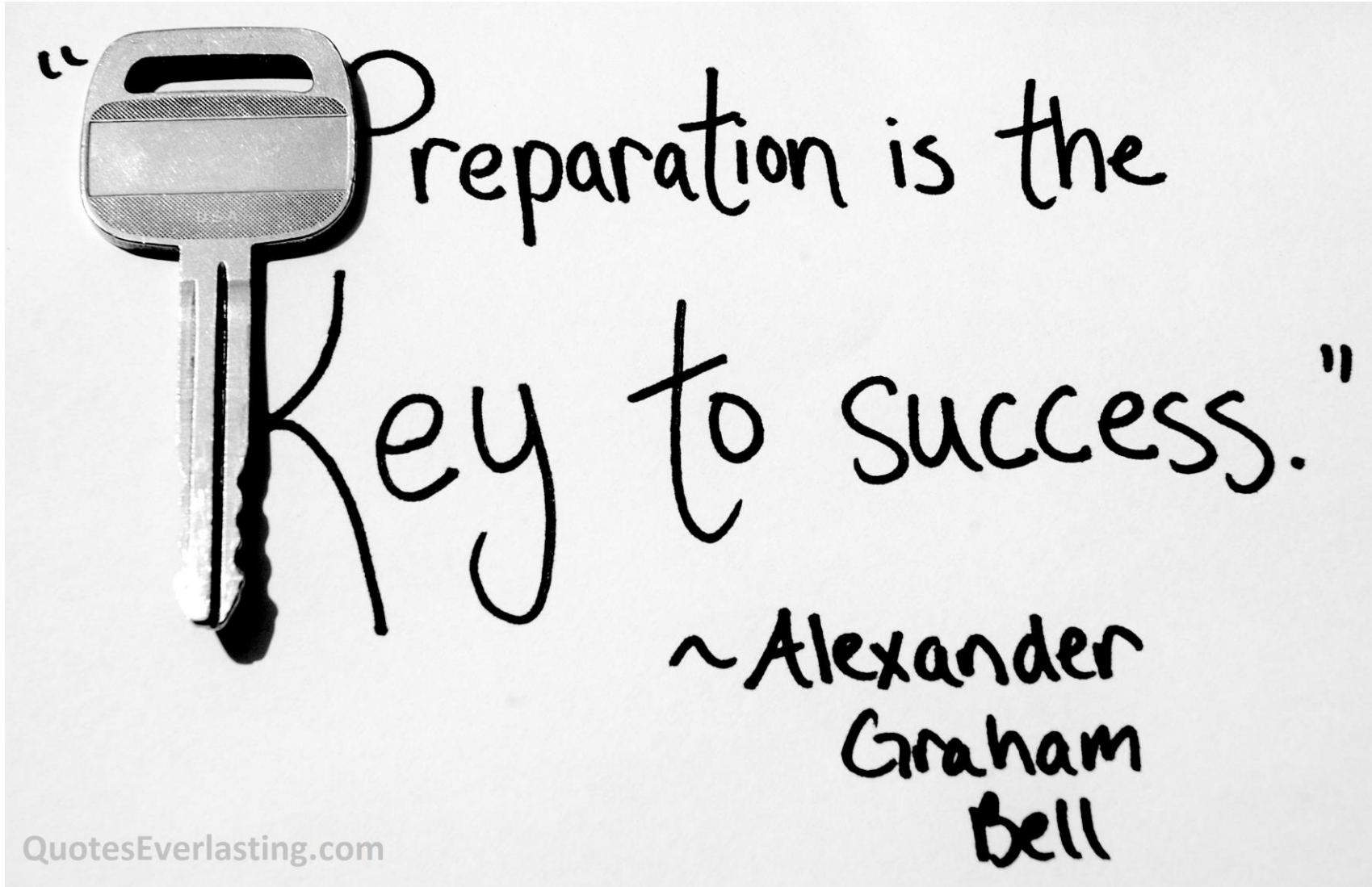
Next Steps

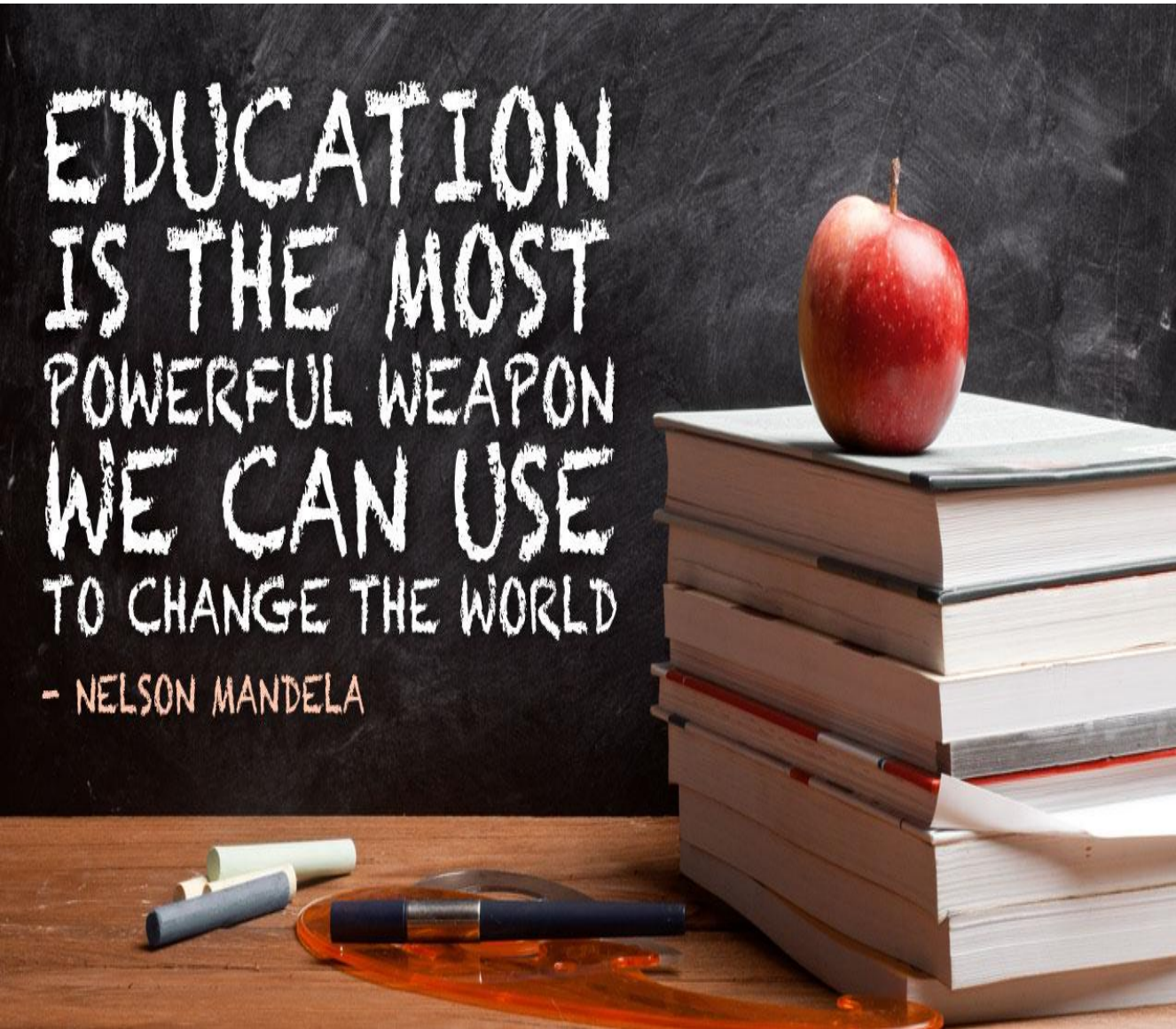
# Pop Quiz

Can you make these promises?

<https://youtu.be/HD-8eB20M6c>







# Get to KNOW Continuum

Have your staff TRAIN on  
Continuum U

Get to know your TAM & Regional  
Teams

Continuum is 6 different cultures  
under 1 roof.

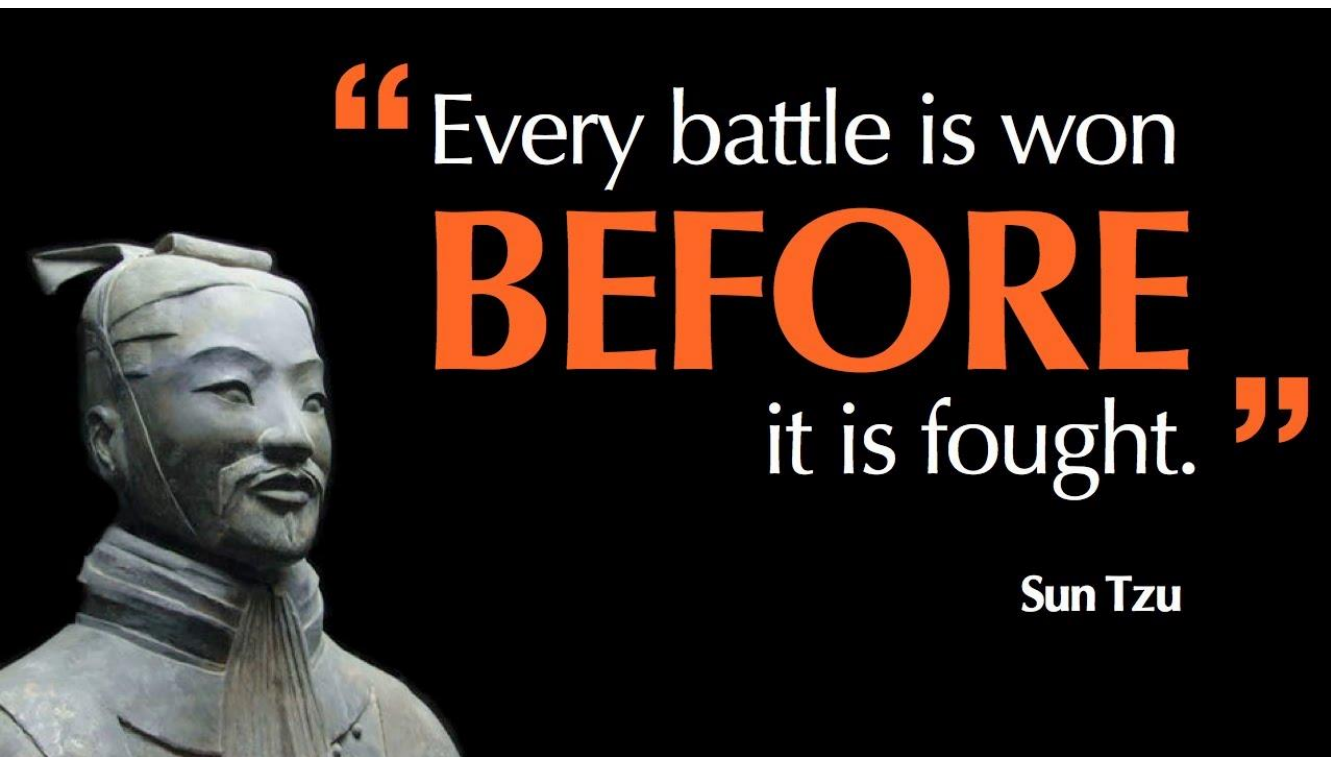




# 5 cultures under 1 roof

- NOC is a different culture from
- PMT from
- HELPDESK from
- BDR from
- ADVANCED PROJECTS from
- SOC ???

Invest in learning EACH of them – they will make you **more profitable!**



# INVEST IN YOUR VENDORS

Connectwise, Autotask, Webroot, MalwareBytes, Datto, Sophos, Microsoft, Cisco, etc.

If they're a vendor to you,  
Get your staff **TRAINED** on their products

ATTEND their conferences

BUILD SOPs



**KEEP  
CALM  
AND  
CREATE  
SOPs**

# Build your SOPs

Documented Processes reduce  
truck rolls / do-overs

You stop paying the GOOGLE Tax

You increase TECH efficiency

You increase CLIENT happiness



*“When I say that the company’s prosperity rests on such things as our sixty-six-steps-to-clean-a-room manual, I’m not exaggerating.”*

J.W. Marriott Jr.



# Brainlink has 1200+ SOPs

- Over 40,000 pages of printed SOPs
- **Client Runbooks range from 400-9000 pages!**
- **Our clients DEMAND we write & deliver SOPs to them**

# Increase Tech Productivity

- Cisco SOPs
  - SOP - Brainlink - Cisco Catalyst Switch - Basic Switch Configuration
    - .SOP - Brainlink - Cisco Catalyst Switch - Basic Switch Configuration v1.0
- Connectwise SOPs
  - BRAINLINK-SOP-Attaching Service Templates To Tickets
  - BRAINLINK-SOP-ConnectWise-Changing Security Permissions
  - BRAINLINK-SOP-Connectwise Client Specific Email Connectors
    - .SOP - Brainlink - ConnectWise - Creating a Client Specific Email Connector v1.0
  - BRAINLINK-SOP-CONNECTWISE-Workflow Rules
  - Brainlink-SOP-Creating an SOP and Posting it to Connectwise
  - Brainlink - SOP - Creating Configurations in Connectwise
  - BRAINLINK-SOP-Creating Project Plans In Connectwise
  - BRAINLINK-SOP-Creating Service Order Templates SOT from SOP
  - BRAINLINK-SOP-Integrating Connectwise Cyberoam
  - SOP - BLOPS - ConnectWise - How to Create a Company Configuration Report
  - SOP - Brainlink - ConnectWise - Company Setup - Assigning an Account Technician and Auto-Assigning Tickets
  - SOP - Brainlink - ConnectWise - Setting the Default Agreement for a Company's Service Tickets
    - .SOP - Brainlink - ConnectWise - Setting the Default Agreement for a Company's Service Tickets v1.0
  - SOP - Connectwise - Ticket Status SLA reports

# Leverage Continuum for YOUR profitability!

- [SOP - BLOPS - Continuum ITS Portal - Adding Credentials For VMWare Infrastructure](#)
- [SOP - BLOPS - CONTINUUM ITS Portal - Monitoring VMWare Infrastructure](#)
- [SOP - Brainlink - Continuum - Checking Ticket Notes that have Failed to Sync](#)
- [SOP - Brainlink - Continuum - Creating Desktop TechAdvantage Projects](#)
  - [.SOP - Brainlink - Continuum - Creating and Following Up on Desktop TechAdvantage Projects v1.0](#)
- [SOP - Brainlink - Continuum - Creating or Changing the BrainlinkNOC Account through the ITS Portal](#)
  - [.SOP - Brainlink - Continuum - Scripts - Creating the BrainlinkNOC Account and Changing its Password through the ITS Portal v1.0](#)
- [SOP - Brainlink - Continuum - Granting Remote Access to Vendors and Clients through the ITS Portal](#)
  - [.SOP - Brainlink - Continuum - Granting Remote Access to Vendors and Clients through the ITS Portal v1.0](#)
- [SOP - Brainlink - Continuum - Patching - Blacklisting Patches](#)
- [SOP - Brainlink - Continuum - Patching - Checking why patches weren't installed](#)
- [SOP - Brainlink - Continuum - Patching - Running a patch assessment](#)
- [SOP - Brainlink - Continuum Projects - Creating a Server Installation and Setup Project](#)
- [SOP - Brainlink - Continuum Projects - Creating a Server Installation and Setup Project 1](#)
  - [.SOP - Brainlink - Continuum Projects - Creating a Server Installation and Setup Project 1 v1.0](#)
- [SOP - Brainlink - Continuum - Remotely Changing a Resource's Site](#)
- [SOP - Brainlink - Continuum - Reports - Installed Software Report](#)
- [SOP - Brainlink - Continuum - Suppressing Alerts for a Site](#)
- [SOP - Brainlink - Continuum - Working with the Service Desk](#)
  - [.SOP - Brainlink - Continuum - Working with the Service Desk v1.0](#)
- [SOP - Continuum - Creating and Assigning COMMUNICATOR](#)
- [SOP - Continuum - MAP Drives Script](#)
- [SOP - Continuum - Monitoring - Configuring WAN Gateway Monitoring](#)
- [SOP - Continuum - RMM AGENT - Remove RMM agent from NOC portal](#)
- [SOP - Continuum - Site Setup - Adding a site to Continuum and Integrating with ConnectWise](#)
- [SOP - Continuum - Site Setup - Onboarding to Service Desk](#)
  - [.SOP - Continuum - Site Setup - Onboarding to Service Desk v1.0](#)

# Standardize your Staff Training

We track everything from:

Day 1 paperwork (Employment Offer, NDA, AUP, Direct Deposit)

All Accounts an employee needs (email, connectwise, SOP portal, etc)

Project Templates > Template > Work Plan	
<b>Work Plan</b>	
Template   Work Plan   Settings	
←   ↻   + New Phase   + New Ticket	
<b>Description</b>	
-	
<b>Paperwork</b>	
<a href="#">Employment Offer</a>	
<a href="#">Signed NDA</a>	
<a href="#">Signed Employment Agreement</a>	
<a href="#">Signed CONFIDENTIALITY &amp; INVENTION Agreement</a>	
<a href="#">Provided Drivers License &amp; SSN card</a>	
<b>Access &amp; Accounts</b>	
<a href="#">Brainlink.net account setup</a>	
<a href="#">Connectwise account created</a>	
<a href="#">Confluence account created</a>	
<a href="#">Continuum Account created</a>	
<a href="#">Add cell phone to Brainlink's google voice</a>	
<b>SOPs Trained</b>	
-	
<b>Week1</b>	
<a href="#">Install &amp; Accessed Connectwise</a>	
<a href="#">Install NOCAgent &amp; AV onto laptop</a>	
<a href="#">Email setup on laptop &amp; phone</a>	
<a href="#">Software to Add to laptop</a>	
<a href="#">Review &amp; Discuss the DAILY WORKLOG format</a>	
<b>SOPs Trained</b>	
-	
<b>Week1</b>	
<a href="#">Install &amp; Accessed Connectwise</a>	
<a href="#">Install NOCAgent &amp; AV onto laptop</a>	
<a href="#">Email setup on laptop &amp; phone</a>	
<a href="#">Software to Add to laptop</a>	
<a href="#">Review &amp; Discuss the DAILY WORKLOG format</a>	
<a href="#">Accessing the CONTINUUMA, Network, MCSA, MCSE training portal</a>	
<a href="#">ConnectWise Training Completion</a>	
<a href="#">Developing SOPs</a>	
<a href="#">Creating configurations in Connectwise</a>	
<a href="#">Creating an SOP and posting it to Connectwise</a>	
<a href="#">Creating an SOT from SOP</a>	
<a href="#">Daily Support/Ticket handling</a>	
<a href="#">Perform DAILY BACKUP &amp; IVIEW reviews</a>	
<a href="#">Opening a NOC ticket to resolve backup issues</a>	
<a href="#">Continuum Communicator Install</a>	
<a href="#">Vipre / Managed AV dashboard</a>	
<a href="#">Reflexion &amp; GF1 Spam filtering process</a>	
<b>Week2</b>	
<a href="#">Windows SOPs</a>	
<a href="#">Exchange</a>	
<a href="#">Network Detective</a>	
<a href="#">NEWT</a>	



# Accelerate Staff Training

- Build a list of WHAT you want your employees to learn

#	Type	SOP
1	Core Setup	<a href="#">101-BRAINLINK-SOP-Cyberoam-Initial_Unboxing_and_Setup</a>
2	Core Setup	<a href="#">102 SOP - Brainlink - Cyberoam - Upgrading Firmware</a>
3	Basic Networking Setup	Setting up Network Interfaces - SOP Needed
4	Basic Networking Setup	<a href="#">SOP - Brainlink - Cyberoam - Creating Network Hosts Objects</a> <a href="#">BRAINLINK-SOP-Cyberoam-Adding Network Services Objects</a>
5	Basic Networking Setup	Setting up Firewall Rules - SOP Needed
6	Basic Networking Setup	<a href="#">904 SOP - Brainlink - Cyberoam - Creating Virtual Hosts</a>
7	Basic Networking Setup	Configuring Static Routes - SOP Needed
8	Basic Networking Setup	Setup DHCP Scopes - SOP Needed <a href="#">SOP - Cyberoam - DHCP - Create Static DHCP Reservations</a>
9	Basic Networking Setup	<a href="#">905 Brainlink - SOP - Cyberoam Establishing Site to Site VPN between two Cyberoams</a>
10	Basic Networking Setup	SSL VPN - Must determine which SOP to keep <a href="#">BRAINLINK-SOP-CYBEROAM-SSL VPN Configuration Setup</a> <a href="#">906 SOP - Brainlink - Cyberoam - VPN - SSL VPN Cyberoam Setup</a> <a href="#">.SOP - Brainlink - Cyberoam - VPN - SSL VPN Cyberoam and Windows 7 Setup v1.0</a>
11	Basic Networking Setup	Load Balancing - SOP Needed
12	Security and Reporting Setup	<a href="#">BRAINLINK - SOP - Adding Firewalls To iView v1.0</a>
13	Security and Reporting Setup	<a href="#">SOP - Brainlink - Cyberoam - Set per user internet access, web filter, applications policy</a> <a href="#">906 Brainlink-SOP-Cyberoam-Web Filtering-Applying to All Network Traffic</a> <a href="#">BRAINLINK-SOP-Cyberoam-Pushing Web Filter Policies to Multiple Cyberoams</a>
14	Security and Reporting Setup	<a href="#">SOP - Brainlink - CCC - Creating and Deploying the CryptoWall IPS Policy</a>
15	Security and Reporting Setup	<a href="#">920 Brainlink - SOP - CYBEROAM-Cyberoam_SSO_AD_Setup</a> <a href="#">SOP - Brainlink - Cyberoam - Troubleshooting CTAS and SSO Related Timeouts</a>

# Increase Tech Efficiency: Client Onboarding

Prior to

Service Order Templates (SOTs),

Standard Operating Procedures (SOPs) and Project Board:

20 hours per server (with errors)

Post SOP/SOT:

6 hours per server

Description	74.50	11/1/2013	11/1/2013	4.00	10/28/2013	1/9/2014	81.18
- Network Discovery	42.50	11/1/2013	11/1/2013	4.00	10/28/2013	1/9/2014	36.40
Run NEWT Report	2.00			0.00	10/28/2013	10/28/2013	1.50
Gather ND Reports	4.00			0.00	10/28/2013	10/28/2013	2.00
Mount [REDACTED] DATTO Appliance into the Back	0.00			0.00	10/28/2013	10/28/2013	1.00
Setup [REDACTED] NOC Portal	0.00			0.00	10/28/2013	10/28/2013	1.50
Change DOMAIN ADMIN & FIREWALL Passwords	1.00	11/1/2013	11/1/2013	1.00	11/1/2013	1/9/2014	1.00
Enroll [REDACTED] Servers into Brainlink NOC	8.00	11/1/2013	11/1/2013	3.00	10/28/2013	1/9/2014	1.78
Enroll NYC Servers into Brainlink NOC	4.00			0.00			0.00
[REDACTED] Onboarding	1.50			0.00	11/1/2013	1/9/2014	2.25
[REDACTED] Onboarding	1.50			0.00	11/1/2013	11/4/2013	1.75
[REDACTED] Onboarding	1.50			0.00	11/1/2013	1/9/2014	3.00
[REDACTED] Onboarding	1.50			0.00	11/1/2013	11/2/2013	5.00
[REDACTED] Onboarding	1.50			0.00	11/1/2013	1/9/2014	1.00
[REDACTED] Onboarding	1.50			0.00	11/1/2013	1/9/2014	1.00
[REDACTED] server Onboarding	1.50			0.00	11/1/2013	11/2/2013	1.75
[REDACTED] Patched Status	0.00			0.00	11/2/2013	1/9/2014	0.57
[REDACTED] Onboarding	1.50			0.00	11/8/2013	11/8/2013	1.00
[REDACTED] CCI Onboarding	1.50			0.00	11/8/2013	11/8/2013	1.75
Process for routing traffic from Lightpath to XO and	0.00			0.00	11/2/2013	11/4/2013	0.27
Generate [REDACTED] documentation	10.00			0.00	10/28/2013	11/1/2013	7.00
Purpose of the SOP forwards in the [REDACTED] email	0.00			0.00	11/2/2013	11/2/2013	0.03
AppRiver Account Migration	0.00			0.00	11/1/2013	11/4/2013	1.25
- [REDACTED] Backups	24.00			0.00	11/8/2013	12/13/2013	21.00
Configure DATTO Device	4.00			0.00	11/25/2013	11/25/2013	7.00
[REDACTED] Backups Setup	4.00			0.00	11/26/2013	11/26/2013	2.00
[REDACTED] Server Backups Setup	4.00			0.00	11/8/2013	11/8/2013	2.00
[REDACTED] Server Backups Setup	4.00			0.00	11/26/2013	11/26/2013	2.00
[REDACTED] Server Backups Setup	4.00			0.00	11/26/2013	11/26/2013	2.00
[REDACTED] Server Backups Setup	4.00			0.00	12/13/2013	12/13/2013	2.00
[REDACTED] Server Backups Setup	0.00			0.00	12/13/2013	12/13/2013	2.00
[REDACTED] Server Backups Setup	0.00			0.00	12/13/2013	12/13/2013	2.00
- NYC Backups	8.00			0.00	11/8/2013	11/8/2013	4.00
Configure NYC Datto Device	4.00			0.00	11/8/2013	11/8/2013	2.00
[REDACTED] Server Backups Setup	4.00			0.00	11/8/2013	11/8/2013	2.00
- Post-onboarding	0.00			0.00	11/2/2013	1/9/2014	12.28
Disinfect [REDACTED] Desktop	0.00			0.00	11/2/2013	11/2/2013	12.03
Project Review	0.00			0.00	1/9/2014	1/9/2014	0.25
- [REDACTED] Onboarding	0.00			0.00	11/11/2013	1/9/2014	7.50
[REDACTED] Discovery	0.00			0.00	11/11/2013	11/18/2013	2.25
[REDACTED] Onboarding	0.00			0.00	11/11/2013	1/9/2014	5.25

# Increase Tech Efficiency: Office Moves

On time, Under Budget

Descri	74.00	12/12/2013	12/30/2013	52.50	11/11/2013	1/5/2014	66.50	ND
<b>Pre-Move</b>	<b>42.00</b>	<b>12/12/2013</b>	<b>12/26/2013</b>	<b>29.00</b>	<b>11/11/2013</b>	<b>12/27/2013</b>	<b>41.00</b>	<b>B</b>
Generate IT room layout	8.00			0.00	11/11/2013	12/18/2013	7.25	B
Order firewall, recommend switches	4.00			0.00	12/12/2013	12/13/2013	3.75	B
Test Time Warner Cable Circuit	4.00	12/18/2013	12/18/2013	1.00	12/18/2013	12/18/2013	2.00	B
Setup NYC Cyberoam CR50 firewall	16.00	12/12/2013	12/18/2013	18.00	12/12/2013	12/27/2013	20.00	B
Setup Data Switches	8.00	12/19/2013	12/19/2013	8.00	12/18/2013	12/18/2013	3.00	B
Move Datto appliance to new site	2.00	12/26/2013	12/26/2013	2.00	12/26/2013	12/26/2013	1.50	B
General Server Room Setup	0.00			0.00	12/19/2013	12/26/2013	3.50	B
<b>Moving Day</b>	<b>24.00</b>	<b>12/27/2013</b>	<b>12/28/2013</b>	<b>19.50</b>	<b>12/26/2013</b>	<b>12/28/2013</b>	<b>25.00</b>	<b>B</b>
Shutdown NYC servers & prep for move	4.00	12/27/2013	12/27/2013	4.00	12/26/2013	12/26/2013	2.50	B
Rackmount servers & vault in new office	4.00	12/27/2013	12/27/2013	4.00	12/26/2013	12/26/2013	3.50	B
Confirm domain connectivity to [REDACTED]	8.00	12/27/2013	12/27/2013	4.00	12/26/2013	12/26/2013	1.50	B
Confirm Onsite backups have resumed	4.00	12/27/2013	12/27/2013	3.50	12/28/2013	12/28/2013	2.00	B
Confirm OFFSITE backups have resumed	4.00	12/28/2013	12/28/2013	4.00	12/28/2013	12/28/2013	4.00	B
12/27 Onsite support	0.00			0.00	12/27/2013	12/27/2013	11.50	B
<b>Post-Move</b>	<b>8.00</b>	<b>12/30/2013</b>	<b>12/30/2013</b>	<b>4.00</b>	<b>12/30/2013</b>	<b>1/5/2014</b>	<b>0.50</b>	<b>B</b>
Document any lingering issues and prioritize	8.00	12/30/2013	12/30/2013	4.00	12/30/2013	1/5/2014	0.50	B

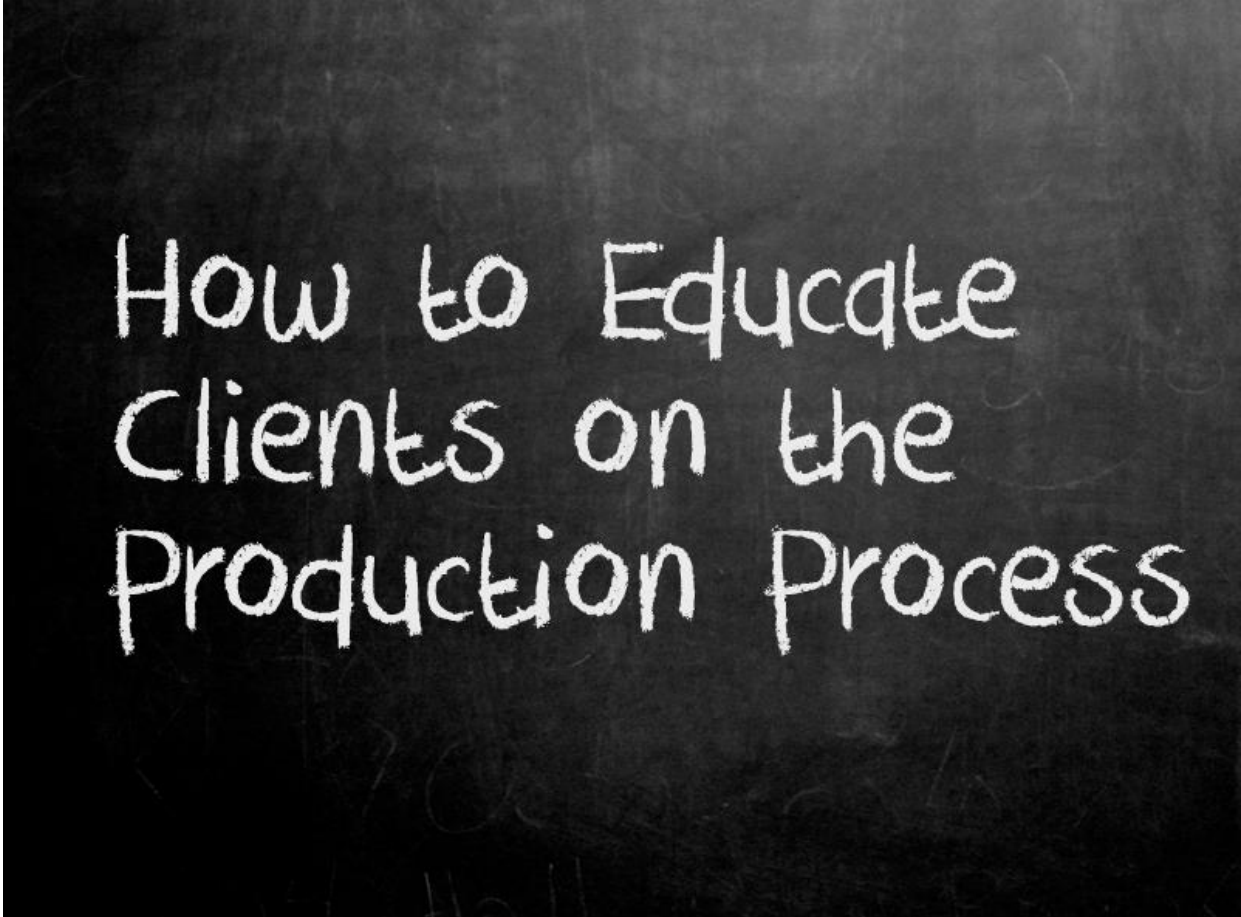
# Increase Tech Efficiency: Parallelize Efforts

2 techs worked from the Plan

Worked efficiently, without errors, on time, on budget

Description	70.00	1/2/2014	1/27/2014	0.00	12/17/2013	1/27/2014	70.00
<b>Backups Upgrade</b>	<b>70.00</b>			<b>0.00</b>	<b>12/17/2013</b>	<b>1/27/2014</b>	<b>70.00</b>
Purchase [REDACTED]	1.00			0.00	12/31/2013	12/31/2013	1.00
Setup [REDACTED]	30.00			0.00	12/17/2013	1/14/2014	30.00
Backup [REDACTED]	4.00			0.00	1/19/2014	1/20/2014	4.00
Backup [REDACTED]	4.00			0.00	1/19/2014	1/20/2014	4.00
Backup [REDACTED]	4.00			0.00	1/19/2014	1/20/2014	4.00
Backup [REDACTED]	4.00			0.00	1/19/2014	1/20/2014	4.00
Backup [REDACTED]	4.00			0.00	1/19/2014	1/20/2014	4.00
Backup [REDACTED]	4.00			0.00	1/19/2014	1/20/2014	4.00
Project Management	10.00			0.00	1/26/2014	1/26/2014	10.00
Post installation Review	5.00			0.00	1/27/2014	1/27/2014	5.00

# Educate Your Clients



How to Educate  
Clients on the  
Production Process

Provide links to SOPs in EVERY ticket

Send ENDUSER SOPs to clients

- Phone setup
- Outlook signature
- How to connect to VPNs
- Anything that reduces client friction

# A ticket isn't closed unless it has an SOP

Mon 8/7/2017 3:45 PM UTC-04/ Anthony Vinciguerra (time)-

Good Afternoon

I have added the following users to sales

naomi

matt@r

saman

Samantha responded to my test email. Please let me know if you need anything else.

Best,  
Anthony

##Technical Details##

SOP used

<https://sl1.brainlink.com:9443/display/SOP/SOP+-+Email+-+Creating+a+Distribution+List>

verified user email addresses

verified distribution group

added users

checked max mail to make sure dl was added

sent test message to group and cc'd TK

checked delivery logs and received a reply from Samantha

Mon 8/7/2017 12:51 PM UTC-04/ (email)

Hello,

I'm checking on the status of Ticket #75995, about adding those 3 email addresses to the group. We're trying to send out an blast to our dealers citing that email as a contact point for orders, but we need those three names added to the list before we do.

Thanks,

TK Figgens

TK Figgens

TK Figgens

TK Figgens

TK Figgens

TK Figgens

Issue solved within 2 hours

Link to SOP, SOPNAME, key items accomplished is IN THE TICKET

Curious Client staff ask

“What’s an SOP?” or

“Can you email that SOP?” or

“Can you teach me how to create my own SOPs?!?!”

# Client Testimonials

## HERON FINANCIAL GROUP TRUSTS BRAINLINK TO KEEP THEM SECURE



“The technician came in and set up the laptop, and then sent me a print out of the checklist they had executed, making sure that the laptop was completely configured for our environment. The printing drivers were set up, the antimalware was setup, the network connection was set up, so I don’t need to sweat about whether that computer will work when I sit down to use it. I have no doubt that the computer will work, and I have no doubt that I saved money as well.”


– David Edwards, Heron Financial

# WORKBETTER

“ [SOPCulture] has helped us reduce the amount of time it takes to troubleshoot issues”

“They’ve been able to bring a tremendous amount of process and order to how we manage tech and IT in general”


- Harsh Mehta, COO & Founder



SERVING NEW YORK CITY FIRMS SINCE 1994

## WORKBETTER TRUSTS IN BRAINLINK

FOR RELIABLE INFRASTRUCTURE MAINTAINED AND IT MANAGEMENT.



WORKBETTER provides workspaces for entrepreneurs and innovators throughout New York City and Chicago. Their workspaces are designed to provide residents with ideal locations to meet, achieve goals and develop their business

We took a big step back, re-evaluated what our business priorities were, refocused on the customer, refocused on the things that made us successful early on, and kind of decided to reboot the business."

"The in a c each both typic enter infras and C

Like deve of the

"As it conc spac how which expl

WE IN empow

"We were in a period of transition recently when we decided to make some changes in how we manage our business' internal technology department," says Mehta. "We were in a state of flux and Brainlink came on board on relatively short notice and ended up serving as our business' in-house technology department for a period of nine months, and they're still in that particular capacity."

"They've been able to bring a tremendous amount of process and order to how we manage tech and IT in general."

Overall, the management at WORKBETTER could not be happier with the services Brainlink has provided them.

"They've been able to bring a tremendous amount of process and order to how we manage tech and IT in general, building out Standard Operating Procedures, creating vendor lists, creating escalation lists and so forth," says Mehta. "I think the entire project has ended up being significantly greater and more daunting than maybe Brainlink anticipated when they first stepped on, but they've done a great job of staying on top of it."

Additionally, WORKBETTER has seen great value in Standard Operating Procedure (SOP) Culture, Brainlink's proven method for detailed and effective documentation.

Each SOP clearly lays out the steps in a given task, so that anyone in the business can carry it out as need be.

"[SOP Culture] has helped us reduce the amount of time it takes to troubleshoot issues, or at the minimum, go and locate information when something has gone wrong," says Mehta.

To this day, Brainlink provides WORKBETTER with a comprehensive management service that helps to maintain their IT infrastructure.

"We were in a state of flux and Brainlink came on board on relatively short notice."

"Raj, in general, has been a highly reliable and dependable vendor for us, that has been available to deal with anything and everything that comes up whenever it does," says Mehta. "Brainlink is as reliable and dependable an IT vendor as one could find. In the number of vendors that I've worked with over the years, very few vendors have been as consistent in the delivery of service as Brainlink has."

**Need a little extra help while your business grows and changes?**  
Contact Brainlink at (917) 685-7731 or [raj@brainlink.com](mailto:raj@brainlink.com) today to get the IT expertise you need.



# SOP Culture Increases EBITDA

- “[With SOPs], one of the lowest on our totem pole is able to do something that normally our Tier 1 guys took care of, without any instruction.”
  - Kyle Brown, Computer Masters Plus

# MSP Increases Company Profitability

- “One of the nice things about SOP Culture is, to be honest, that the training and the documentation about Connectwise in SOP Culture is better than Connectwise’s own training documentation,” says Gamin. “We’re actually learning to use Connectwise better because of what we got from Raj and SOP Culture.”
- Since choosing to adopt SOP Culture in their business, One World Technology has enjoyed a range of benefit including:
  - Improved service delivery
  - Significant enhancements in tech documentation & productivity
  - More efficient use of personnel and resources



**Randy Hall & Kevin Gamin – ONEWORLD Technology**

SERVING NEW YORK CITY FIRMS SINCE 1994

## ONE WORLD TECHNOLOGY USES

### SOP CULTURE

CULTURE EATS STRATEGY FOR BREAKFAST

#### TO CENTRALIZE RESOURCES, MAKE BETTER USE OF WORK HOURS, AND IMPROVE SERVICE DELIVERY TO THEIR CLIENTS.

One World Technology is a managed IT services provider operating out of Medina, Ohio. As an MSP, much of One World Technology's business is based on addressing client needs, performing regular tasks, and resolving any IT issues as need be. This kind of work calls for clear and effective documentation so that any member of their technical support can properly address an issue in a client's system, but for some time, One World Technology's staff was finding it difficult to develop the right documentation strategy.

"Between that and the central repository, we were just finding it hard to pass knowledge on from one person to another," says Gamin. "It got to the point where we'd have to stand behind each other when we'd have to show somebody something new, which means you have two resources working on one item instead of a single person, which is all you really need."

"When he met Raj through that and discovered SOP Culture, the lightbulb went off."

(SOP) Culture -- Brainlink's proven method for detailed and effective

"The ease of use and the simplicity of the set-up is what we've been looking for, pure and simple."

"The ease of use and the simplicity of the set-up is what we've been looking for, pure and simple," says Gamin. "I've noticed that people are adding their documentation into SOP Culture already. Every time I look, the list has grown, and it's well organized too. It's being used unlike anything else we've had before, and that immediately tells me there's an improvement, because if there's that kind of proactive utilization, that kind of buy-in, then we're going to see the results."

What's more, SOP Culture has even improved the One World Technology staff's understanding of Connectwise, their ticketing system.

What's more, SOP Culture has even improved the One World Technology staff's understanding of Connectwise, their ticketing system.

"One of the nice things about SOP Culture is, to be honest, that the training and the documentation about Connectwise in SOP Culture is better than Connectwise's own training documentation," says Gamin. "We're actually learning to use Connectwise better because of what we got from Raj and SOP Culture."

Since choosing to adopt SOP Culture in their business, One World Technology has enjoyed a range of benefits, including:

- Improved service delivery
- Significant enhancements in tech documentation & productivity
- More efficient use of personnel and resources

Want to change your documentation processes for the better?  
Contact Brainlink at (917) 685-7731 or [raj@brainlink.com](mailto:raj@brainlink.com) today to get started with SOP Culture.



*“Can you show me written SOPs and Runbooks?”*

*No?*

*Call me when you grow up.*

*Client CFO*

# NO GREAT BRAND THRIVES WITHOUT SOPs

[WATCH A WEBINAR](#)

## Why You Should Be Creating SOPs

We recently acquired a client with a very vibrant staff that is a joy to work



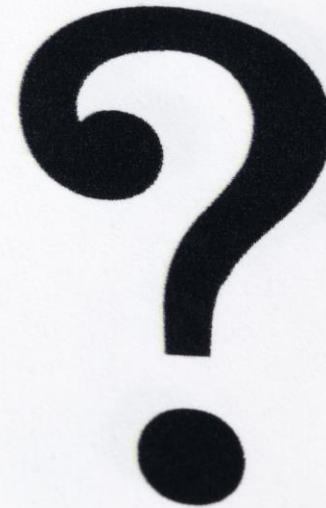
# SOPCULTURE.com

Free Webinars

Free Templates & Samples

Thought Provoking Articles

**Q&A**



# Thank You!



Raj Goel, CISSP  
CEO, Brainlink International, Inc.  
[raj@brainlink.com](mailto:raj@brainlink.com)  
917-685-7731

[www.SOPCulture.com](http://www.SOPCulture.com)



**navigate**2017<sup>®</sup>  
by **continuum**