

CASE STUDY

Leading the PAC with a Customized Cloud Solution

Leading public affairs association increases productivity while improving employee satisfaction by implementing a customized cloud computing solution.



Background

The Public Affairs Council (PAC) is the leading association for public affairs professionals worldwide. Headquartered and founded in 1954, PAC provides education and training to 7,000 individuals within 600 different public affair organizations.

PAC offers more than 100 opportunities throughout the year for its members to network and gain experience in corporate and association public affairs management, lobbying, global public affairs, social media, corporate responsibility, campaign finance, grassroots advocacy, crisis communication and various related areas.

Challenges

PAC and its employees operated using a traditional, onsite server and IT system, but began running into issues with the overall management and upkeep. The association found that managing an onsite server was time consuming and costly, maintaining manual backups was very tedious, and that managing application subscriptions and expiration dates was a complex task.

When issues arose, PAC had difficulty resolving them because the association was only supported by one internal support person, who received assistance from a one-person IT company. Both of these individuals were not Microsoft certified, which led to significantly longer periods of downtime.

Bonnie Moore, manager of technology, office operations and graphic design, PAC, said, *"We began to experience an increase in IT issues, and found that getting them solved was becoming more challenging due to the lack of resources available. Additionally, none of the resources were Microsoft Certified, which resulted in lengthy resolution."*

At a Glance

Background

- PAC is a large nonprofit association providing education and training to public affair professionals.
- Established in 1954 and headquartered in Washington D.C.
- PAC services more than 7,000 individuals within 600 organizations.

Challenges

- Managing on-site server, IT infrastructure and manual backups was time consuming, tedious and costly.
- Handling application subscriptions and expiration date was complex.
- Lacked Microsoft-certified and knowledgeable support to resolve issues effectively and efficiently, which resulted in extended periods of downtime.

Solution

PAC was utilizing Protech Associates, Inc.'s (Protech) association management software and was introduced to Cetrom when Protech began hosting its AMS solution in Cetrom's cloud environment. Although PAC wasn't actively looking for a new IT solution, the organization found that using Cetrom to host its AMS, as well as manage the rest of its IT infrastructure, would solve a great deal of the recurring IT problems.

PAC elevated Cetrom's services and determined that the cloud vendor was ahead of the game on cloud computing and offered a robust infrastructure with many benefits, including automatic fail-over, redundant platform and multiple, secure storage facilities. By implementing Cetrom's customized hybrid cloud computing solution with virtual desktop capabilities, PAC and its employees gained access to their desktops, data and applications from any location, using any device, at any time.

Results

Cetrom worked with PAC to ensure a smooth transition from its traditional IT set up to its new hosted environment. PAC did not experience any interruptions during the migration and its staff was successfully trained on how to access their data and applications prior to go-live. Cetrom's hosted cloud and virtual desktop solution enables PAC's staff to have more mobility and flexibility, which allows them to be more productive and provide better service to members.

Nance says, "Our internal staff has benefitted greatly from the transition to the cloud. It has allowed our staff to be more efficient and has given them more of a work-life balance, which in the end makes our employees happier. They're able to work from home, because they know they have the technology and support from Cetrom to be productive. That's a huge benefit for us!"

Moore comments, "Prior to working with Cetrom, I was responsible for keeping up with the latest updates or threats that could affect our IT infrastructure. It took an increasing amount of time away from my other responsibilities. Outsourcing to Cetrom has allowed me to better serve our staff. Issues get resolved more efficiently and staff get back to work more quickly."

Reggie Nance, director of finance and administration, PAC, says "Besides Cetrom's technical capabilities, one of the things that attracted us to Cetrom for IT services was its people. When we look at vendors to provide professional services, we talk to the people within the organization to determine if they will make a good partner. We're not just picking a vendor, we want a true partner. This is how we assessed if Cetrom would be a good fit. I was impressed with Cetrom's CEO Christopher Stark. His experience and expertise along with the expertise of his team made me confident that Cetrom would make a good partner. Over the years this has proven to be true."

By outsourcing its entire IT system, PAC was relieved of having to manage software licenses and upgrades or purchase new servers or hardware. This reduced the high overhead costs the association had to budget and allows executives reallocate the money they would normally put towards new IT equipment. In addition to reducing IT expenditures, PAC staff no longer has to be their own internal IT experts.

Before switching to Cetrom, PAC suffered from not having high-level support to quickly assess and fix any issues. PAC's IT infrastructure is now fully managed and supported by Cetrom's 24/7/365 live technical support, which is comprised of knowledgeable, Microsoft-certified, tier-three engineers.



At a Glance

Solution

- Cetrom's customized hybrid cloud computing solution for associations and nonprofits.
- Virtual desktop solution enabling access from any location, any device at any time.

Results

- Increased mobility and flexibility, which improved overall productivity.
- Reduced overhead costs and burden of replacing expensive hardware and managing software licenses and upgrades.
- Improved level of support provided by knowledgeable, Microsoft-certified, tier-three engineers.

Visit www.cetrom.net!

Scan this code to learn how Cetrom services can help your organization.



[f](#) [t](#) [in](#) [v](#) [G+](#)

Nance concludes, "Cetrom is very customer-oriented. They are more than just an IT company that's efficient and provides great service. They're involved with all of our IT decisions and continuously help us to improve the way we do business. It's one of the main reasons that we will continue to work with Cetrom for years to come."



Cetrom ranked in top 5% of all Microsoft Partners for Customer Satisfaction

Microsoft Partner
Gold Hosting
Gold Server Platform

Inc.5000 | 500

