



## CASE STUDY

# Cloud Computing Increases Revenue and Flexibility for Professional Association Service and Event Management Company

## Background

Founded in 1998, Event Pro-SSSS Association Services is a leading provider of expert professional services to nonprofits and associations across the country, helping to increase membership retention and growth through strong programs and sustainable revenue streams.

Event Pro-SSSS currently has employees working both in its headquarters in Palm Harbor, Fla. and remotely across the United States.

## Challenges

Originally headquartered in Silver Spring, Md., with a staff of 10 people, Event Pro-SSSS was using an outdated, disk-based network, resulting in slow productivity and a lack of flexibility. Due to the nature of the business, flexibility and connectivity are very important, as Event Pro-SSSS is often tasked with responding to clients quickly—whether on-site or working remotely—to update event registration information and ensure a seamless operation for clients' members.

When the company decided to relocate to Florida, it was important to retain top staff and business continuity for its customers during the move.

*"We needed a stronger IT platform that would enable the company to take on larger clients and increase our sales revenue. In addition, we were looking to relocate, but we didn't want it to affect the business or our customers. It was also important for us not to lose top staff,"*  
**said Sue Fern, CEO and founder, Event Pro-SSSS.**

## At a Glance

### Background

- Event Pro-SSSS Association Services provides expert professional services to nonprofits and associations.
- The company is headquartered in Palm Harbor, Fla. with employees working remotely across the United States.
- [www.eventprosss.com](http://www.eventprosss.com)

### Challenges

- Using a dated IT infrastructure resulted in accessibility and reliability issues and lost productivity.
- Concerns about the difficulties in retaining key staff and top talent during the relocation of the office.
- Obtaining larger contracts as a small company with limited IT capabilities is rare.

## Solution

In 2000, Event Pro-SSSS selected Cetrom Information Technology, Inc. (Cetrom) to implement a custom Cloud Computing solution that would streamline IT operations, establish business continuity and make it possible to continue to employ top industry talent.

"We needed flexibility and connectivity. With Cetrom, I'm able to respond quickly anywhere in the world – just like I'm sitting at my desk," Fern commented. "Cetrom's Cloud Computing solution has increased the amount of work we have been able to take on and increased the speed at which we can deliver our services."

Cetrom's custom Cloud Computing services provide small and mid-sized businesses with a unique combination of enterprise-class hosting and white-glove services, creating an all-in-one technology solution. Cetrom's highly secure Cloud management solutions provide flexible mobile workforce capabilities and the highest level of IT support services through a front-line customer support staff of senior-level, certified engineers.

Cetrom's Cloud Computing Solutions enable Event Pro-SSSS' employees to access all of the company's IT resources anytime, anywhere, from any device with only an internet connection. The ability to respond to clients is vital for a professional services company like Event Pro-SSSS and having Cetrom's 99.99 percent uptime guarantee ensures this lifeline of the business is maintained at all times.

As part of the Cloud-based solution, Cetrom hosts all of Event Pro-SSSS' applications and data at secure, Tier 4, SSAE 16-compliant data centers. These facilities maintain physical and logical security measures, geographically dispersed redundancy for top-notch security, and 24x7x365 monitoring and alerts, to prevent problems before they occur, like maintaining business continuity in the event of a Florida hurricane.

**Fern says,** "Cetrom continues to stay above the curve in technical expertise and support. There are a lot of Cloud products out there but Cetrom's Cloud Solutions has been a big driving force for our company's success and year-over-year growth. It doesn't matter who answers your call; you will always get the same quality of excellent customer service and support every time."

## Results

During the move to Florida, Event Pro-SSSS remained completely operational with no downtime or lost productivity. Cetrom's Cloud Computing solutions gave Event Pro-SSSS the confidence of having a Cloud pioneer hosting and maintaining the company's vital applications and data, as well as providing the expertise necessary to meet the needs of an SMB. The reliability of Cetrom's Cloud Computing solution and the ability to sustain and grow has resulted in a 20 percent year-over-year increase in revenue for Event Pro-SSSS.

As Event Pro-SSSS transitioned to its new Cloud solution, Fern realized that the Cloud's seamless remote connectivity capabilities would enable the company to pursue larger clients. In time, this became a reality when Event Pro-SSSS secured one of the company's largest contracts to date, valued at nearly \$100,000—a contract they wouldn't have won without Cetrom's Cloud Computing solution.

With the Cloud, Event Pro-SSSS was able to retain top industry talent by allowing employees to work remotely from home offices, while starting to recruit in other important geographies across the United States. Event Pro-SSSS is now seeking larger contracts in addition to looking to increase its sales program by adding remote sales and marketing teams.

**Fern concludes,** "We would not have been able to move and retain our clients if it weren't for Cetrom. They have given us the business continuity to secure the success of the company. They were willing to work with our needs, providing the highest level of flexibility, accessibility and reliability in our IT system. Not only do we receive excellent service, but it has also been a wonderful business alliance for us."

## At a Glance

### Solution

- Fully outsourced, custom Cloud Computing solution from Cetrom to streamline IT operations.
- Cetrom's extensive knowledge of SMBs and senior-level technical expertise and support.
- Flexible mobile workforce access anytime, anywhere, from any device with only an internet connection.
- 24x7x365 monitoring and alerts to prevent downtime, eliminate interruptions, and ensure uptime during natural disasters such as Florida hurricanes.

### Results

- 20% year-over-year revenue growth with the ability to obtain large clients across the United States.
- Secured largest contract to date valued at nearly \$100,000.
- Increased mobility and flexibility for traveling executives and sales and marketing teams with ease of access to all applications and data.
- Ability to recruit based on talent, not geographical location.

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