



Case Study: Echo Media

Echo Media and DynaSis Share Over 15 Years of IT Partnership



The Client

Echo Media is a boutique Advertising Agency that specializes in Print. They build advertising and marketing strategies around their client's individual demographic targets or geographic needs. Their skilled staff believes that advertising must produce measurable results and a profitable return on investment while continuing to build and maintain brand awareness. The call to action of direct response advertising combined with the extended reach of print media is the best way to effectively extend your reach, efficiently stretch your budget and increase response rates.

The Challenge

Before working with DynaSis, Echo Media had an in-house IT Director. When they lost their internal IT support, they had an immediate need for a Managed Service Provider with the right knowledge and skill set to handle all their IT needs. They wanted a company that they could partner with, trust and build a relationship. "Searching for an IT partner can be daunting, especially if your expertise is in Sales! We were worried there could be potential disruptions to our day to day business and create havoc with our business operations," said Stacey Reece, Vice President of Echo Media.

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The Selection

After choosing DynaSis to manage their IT, Echo Media had to go through the recommended changes and processes to get things up to speed. One of these changes included moving all their employees to the DynaSis Business Cloud. Echo Media was not familiar with working out of a cloud based system and had a lot of concerns due to the unknown nature and how it would affect their day to day environment. Their minds were quickly put at ease about this concern.

“DynaSis is great about telling you everything they will be doing to get your company set up. They are very good about scheduling any migration or work that needs to be done around your needs so that there is minimal business time lost,” said Reece.

The Results

DynaSis and Echo Media have been working together for over 15 years. Echo Media has had various competition knock on their doors but they are pleased with the level of service that DynaSis provides. The trust that they have developed with DynaSis is very valuable so they have no desire to go anywhere else for support.

“The support DynaSis offers is top notch. They are available 24/7 and get back to you very promptly. Promptness is very important when you are having computer issues that affect your ability to work (or sell!). They provide an outstanding level of customer service. The DynaSis service techs are quick to come up with solutions and able to fix our problems. You can feel their confidence over the phone which resonates comfort in knowing that they can help. Just knowing this allows my time to be spent where it needs to be in growing the company business.”

– Stacey Reece, Vice President,
Echo Media

DynaSis is an Atlanta IT services and cloud computing provider for small and mid-sized businesses. All of our solutions focus on helping companies achieve the three IT necessities of the modern business – availability, security and mobility. We specialize in on-demand and on-premises managed IT services, managed cloud infrastructure, desktops and backups, and professional hardware and equipment installation. For more information about DynaSis’ IT support and services, visit www.DynaSis.com.

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