

# Responza Gives McCay Kiddy Hands-On Flexibility

## Overview

McCay Kiddy, a CPA firm that provides a wide variety of accounting, tax and audit services, was seeking out a new IT services provider. The fact that the existing service provider was not local was only part of Operations Manager Natalie Yutzy's frustration. The company's hosting platform was housed and managed by a second service provider that offered no options that fit McCay Kiddy's needs. This was a deal-breaker. Natalie needed a partner who would provide tier two level support while she provided the tier one support on-site.

## Why Responza?

For Natalie it was important to differentiate service provider from partner: Responza would definitely be McCay Kiddy's partner.

Natalie was clear about her decision points in selecting Responza. It is because Responza:

- Offers flexibility in how McCay Kiddy could write their contract
- Has deep expertise in the support of the virtual server solution which fits the company's needs
- Enables McCay Kiddy to be active in the IT management areas where it makes sense
- Is proactive in overseeing McCay Kiddy's best interests
- Is a partner who keeps McCay Kiddy's IT in sync with growth and change
- Does things in the Best Practices way
- Helps customers budget world class IT solutions

## The Problem

McCay Kiddy was saddled with a non-local service provider who subcontracted hosting and upper tier support to a third party, over which they had no control.

## The Solution

### Flexibility was missing from most conversations

Most IT service providers lack flexibility in their services offerings. Some organizations need an 'IT department' to totally oversee their IT environment. And then others need an IT services company that gives them the hands-on freedom to handle what they can and to support the needs they cannot.

This willingness to work with customers is a simple yet critical component for most companies with needs that require the services these providers offer.

**Yutzy:** Responza doesn't force a one-size-fits-all package on any customer, but offers extensive options that can be included - or not - according to what the customer requires and desires.

### Meeting customers at their needs

Small and medium businesses don't have the resources to support the level of technology that will enable them to set themselves apart from competitors and thrive as their market's leader.

Responza sits down with customers to gather the insight about their needs for today and goals for tomorrow in order to create IT success for them before they touch anything in the IT environment.

**Yutzy:** The relationship that McCay Kiddy has built with Responza has helped the CPA firm become better at getting the most from the technology they have and understanding technology that can add value and help them meet their goals.

Responza founder, Lance Becker's extensive experience in IT has enabled him to build an IT services business that gets it right. Responza makes sure that your IT works for your business and not the other way around.

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# Best Practices Seal the Deal for McCay Kiddy

Best Practices *don't* mean that you do things exactly like other organizations and you *don't* do things the cheapest way. Best Practices do mean that you establish standards, providing guidelines for organizations to live by.

Best Practices ensure the integrity of the IT solution and instill confidence for technology's ability to support future growth and business directions.

**Yutzy:** The sweet spot for me is Best Practices. In our initial meeting, Lance shared Responza's business model and the adherence to standards and Best Practices. That was when I knew that Responza would be successful for McCay Kiddy and that they were without a doubt the best partner for us.

## The knowledge and expertise to be strategic

The relationship that McCay Kiddy has built with Responza has helped the CPA firm become better at getting the most from the technology they have and understanding technology that can add value and help them meet their goals.

**Yutzy:** One of Responza's differentiator is their ability to be a strategic partner with business understanding and IT expertise.

**Lance Becker:** Working with Natalie Yutzy to make things possible for the firm to establish and meet their goals and ultimately unleash new confidence in the IT systems they use is the perfect situation for Responza to excel. We are more than a service provider. We consider ourselves a partner with McCay Kiddy in helping their technology infrastructure to evolve along with their firm.

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## Who is Responza?

It's simple. Responza is the IT partner small and medium sized businesses should leverage to perform with excellence and thrive among their competitors.

### Obsessive About IT Operations

Responza is wicked-good at the basics, perfecting your operational IT processes so they work like turning on a light switch. No longer do you spend half of your time fighting with technology, but spend all of your time focused on what you are wicked-good at.

### Steeped in Business & IT Experience & Knowledge

Responza is insightful at providing you the answer to your "What next?" question. Responza can analyze your business situation and help you integrate the latest IT best practices and processes that will move your business beyond operational IT to strategic IT.

### Fanatical About Service Excellence & Customer Satisfaction

When your IT works right, it's beautiful. When it doesn't, your business stops. Responza's mission is to make sure the latter never happens by not only making fixes but taking measures to ensure that the fixes aren't needed again. The result? Your business never stops.

### Well-Established & Rooted in the Business Community

Responza is here to stay. You've found a strategic partner, not simply an IT mechanic. By learning about your business, Responza helps you plan uses for technology that you may never have considered and they'll be around as you grow into your strategy and realize its results.