



CHIPS Computer Consulting

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Brian Okun
VP of Sales and Marketing
www.chipscc.com



CHIPS builds profitable technology solutions with Citrix online services

CHIPS Computer Consulting is one of the fastest-growing technology-solution providers in the United States. The company designs, builds and supports network-infrastructure solutions for businesses in a variety of industries, including insurance, legal and real estate.

The challenge: maximizing helpdesk engineers' time

Because the company's largest cost is its engineers' time, CHIPS needed a way to resolve customer issues faster and improve the utilization of its engineers. According to Brian Okun, vice president of Sales and Marketing, "Our profitability is directly related to the utilization of our engineers. If engineers are able to respond to more calls or bill in a timelier manner, that's going to increase the utilization rate."

Implementing GoToAssist and GoToMyPC for remote support and access

CHIPS Computer Consulting understands that every client's problem is unique. Because of this, the company carefully selects technologies that complement each solution it provides. "We use GoToAssist and GoToMyPC in our company every single day," said Okun, "and we strongly recommend both products to clients that have internal support organizations and remote offices."

The company initially chose Citrix® GoToAssist® to provide a higher level of helpdesk support for each client's network infrastructure. "GoToAssist has given us the ability to solve problems quickly, which increases our engineer utilization rate and improves client satisfaction," said Okun. Citrix® GoToMyPC® was also implemented to provide engineers with the convenience of real-time, secure remote access to their work PCs.



Engineer utilization rises dramatically

According to Okun, the savings added up quickly after rolling out GoToAssist. “Rather than having my \$150-an-hour network engineer drive two hours to solve a problem, I can now have my helpdesk solve the same problem in 15 minutes using GoToAssist,” he said. CHIPS has seen its return on investment (ROI) climb steadily each month since implementing GoToAssist. In fact, during the first nine months, CHIPS saw its engineer utilization rates increase dramatically. “Our engineer utilization rate rose from 50 percent to 80 percent,” said Okun. “We estimate we have doubled the profitability potential of each of our engineers.”

The ability to provide superior client support is key to the company’s success. “By providing a higher level of service than any of our competitors, we’re able to differentiate ourselves and maintain client loyalty,” explained Okun. “Using GoToAssist, an engineer can immediately respond to a client’s needs. When we’re able to deliver a real-time fix in 15 minutes, it’s a huge benefit for us as well as our clients.”

Key benefits

- Increases engineer utilization from 50 to 80 percent
- Eliminates unnecessary travel time and expense
- Doubles profitability potential of engineer time

Instant remote access

In addition to using GoToAssist for support, CHIPS uses and recommends GoToMyPC to companies that are looking for a superior remote-access or remote-administration tool. “In this day and age, everyone wants instant access,” Okun said. “To be able to provide a tool that enables instant access in a familiar, secure and reliable fashion solves the problem.” CHIPS relies on GoToAssist and GoToMyPC to expand its business and provide greater flexibility when solving client problems. “Citrix Online products are great tools to have in our tool belt,” he said.



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About Citrix Online

Citrix Online solutions enable people to work from anywhere. Our products include GoToAssist® for remote support, GoToManage® for IT management, GoToMeeting® for online meetings, GoToMyPC® for remote access, GoToTraining® for interactive online training and GoToWebinar® for larger web events.

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