



Efficiency, Effectiveness, and Security  
**Meeting Tree and Uplevel**  
**Raise the Bar for IT**

"Many MSPs talk about efficiency—and by that they mean people sitting at computers opening and closing tickets all day long—instead of actual effectiveness," says Ed Shanker, president of Meeting Tree Computer, a go-to IT provider to Hudson Valley businesses since 1999. "Since no one likes getting put on hold or waiting for a callback, we think it's way more effective to have somebody answer the phone and say, 'How can I help you?' That's our approach, even if it means people aren't busy every second of the day."

Its high standards for providing a world-class customer experience explain Meeting Tree's high client retention rate and steady growth for more than two decades—and why this trusted partner chose Uplevel Systems to power a versatile approach to service delivery. Uplevel's cloud-managed infrastructure solution and premier support help managed service providers (MSPs) drive efficiencies and effectiveness while keeping businesses of every size secure.

The Salisbury Mills, NY-based MSP recently used Uplevel to update and overhaul IT at a group of five healthcare clinics with more than 60 employees. Before being referred to Meeting Tree by another client, the business depended on outdated servers at each location running outmoded technologies like Windows 2008.

"They shared data across multiple sites, but the servers had aged out and were coming apart," Shanker recalls. "Systems were running out of space and no longer supported by Microsoft so they couldn't be upgraded without moving to the cloud—it was a huge mess."

Making sure users could access all—and only—the data and systems they needed to from any location was the first priority, with a premium on upgrading security. Meeting Tree Computer upgraded the client's network by deploying Uplevel gateways at each office location to improve performance and create a secure VPN. To overcome challenges around running out of storage space, Meeting Tree chose Uplevel's next-generation high-end gateways to add and ensure capacity as the company grows.

"Bringing in an Uplevel solution was an easy choice," Shanker says. "The customer immediately got an improved infrastructure and better firewalls, and we got better control since we can see everything that's going on."

Now, employees can access the files they need to see from different location as though they were sitting at their own desktops. Shanker recalls that users "could do this before to some extent, but it wasn't blazing fast. Now it is."

## The Uplevel Advantage

Meeting Tree was so confident the Uplevel solution would streamline deployment and meet customer expectations, they never considered alternatives. "We find Uplevel a very handy tool to have in our arsenal," Shanker explains. "The whole concept is being able to deliver whatever a client needs to run its business—wireless access, switches, firewalls, NAS, backup—with great economies of scale. You get everything built into one box so you don't need to buy five separate boxes to five different things."

Today, the MSP manages all of the company's sites from one easy portal. "We see very meaningful stats without having to go into five separate ports to manage different functions," Shanker says. "We can just go in and pick and choose whatever features the client needs."

And as expected, the clinic is pleased that "everything just works."



## Active Directory Secures Effectiveness

Many SMBs face the same dilemma: a need to share and protect data at the same time. Along with built-in, enterprise-class firewall capabilities, the Uplevel solution features easy to use Active Directory technology.

"We realized not everyone needed access to all of the company's data," Shanker says. "With Uplevel's secure VPN and Active Directory capabilities, we can let users log in from anywhere in the company and only see what they're allowed to see."

Meeting Tree deems enterprise-class cybersecurity crucial to delivering on its vision of effectiveness. "We like working with vendors who care as much about our clients as we do and who understand that if clients aren't able to do their job we're not doing our jobs right," Shanker explains. "Many vendors don't feel that same urgency to fix things as we do, but Uplevel does. If something isn't working right, they make it a priority to get things back up and running, even though their solution isn't the problem."

## About Meeting Tree Computer

Meeting Tree Computer has been the go-to IT partner for small and medium-sized businesses in the Hudson Valley since 1999. The MSP provides custom IT support and solutions that drive and deliver the greatest possible effectiveness, efficiencies, and revenue growth. Meeting Tree experts answer the phone (live!), know what matters, and build IT solutions tailored to each company's budget and style so clients can grow and focus on their core business.

## About Uplevel Systems

Uplevel Systems was founded in 2016 to bring a better class of IT infrastructure solutions to two vital underserved markets: small-to-medium-sized companies and the managed service providers (MSPs) who help grow their businesses. Uplevel's innovative infrastructure-as-a-service (IaaS) approach combines enterprise-class gateways, cloud management, world-class support, cybersecurity, and flexible subscription plans that streamline installation and management while eliminating capital expenditures for gateways, servers, firewalls, wireless access points (APs), remote office solutions, and more.





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