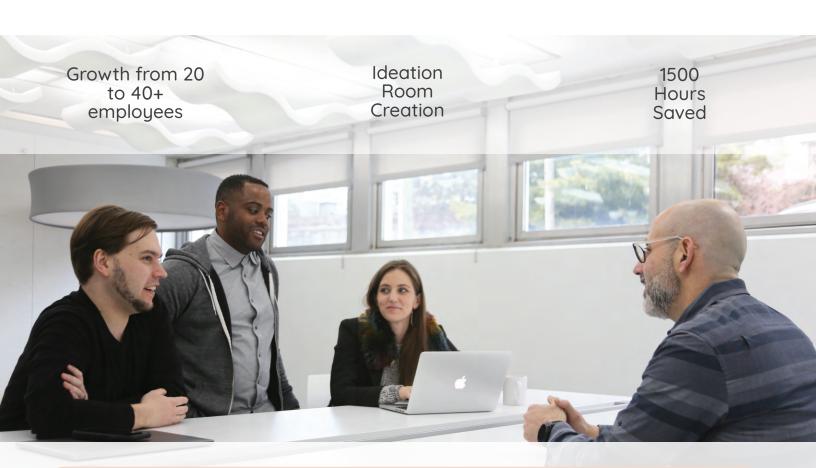# Alectrona + COHO creative

Implementing technology to scale creative business

At COHO, Alectrona supports creative users with creative resources & drives business to double in size.

| Growth from 20 to 40+ employees | Ideation Room Creation | 1500 Hours Saved |

"Alectrona does whatever it takes to get the job done. They are amazing to work with. It feels like they are a part of our company. They have curiosity and are so proactive with us. We really trust that there's nowhere to go but up with Alectrona. This is the way it should be with IT."

Jon Shapiro, Founder, Chief Creative Officer, COHO Creative

IT Challenges before Alectrona

Greg Zimmer, COHO Chief
Client & Strategy Officer

- COHO employees suffered through poor support experiences from previous IT vendor - often feeling belittled - which led to avoidance of seeking help when needed.

- IT infrastructure and processes were outdated, leading to many performance bottlenecks and security concerns.

"Alectrona makes it easy to have a conversation. Their background with creative agencies is key for us. Their team approach is refreshing. They take time to listen & create systemic solutions. Alectrona has made technology a powerful enabler for us."

COHO Creative is a brand strategy, innovation, and design company — located in Cincinnati, Ohio. COHO is a team of nearly 50 with expertise in insights, brand strategy, innovation, project management & leadership, naming & verbal creative, graphic, fashion, and industrial design.

COHO Creative works with brand giants and startups focused on making a person's day better. COHO helps unite brands with the people they touch, and help change the world for the better.

Problem

- COHO leadership spending 25% of their time managing IT issues
- Legacy IT systems limited ability to collaborate and grow with clients
- Inefficient processes led to slow ramp for new employee productivity
- Lack of effective device lifecycle management contributed to regular downtime
- Outsourced customer preference research process inefficient and expensive

Solution

- Network infrastructure enhancements to dramatically improve client collaboration and remote access
- Easy-to-use, inexpensive cloud hosted iPad-based customer feedback system
- Automated employee onboarding, ensuring each member equipped from day one, ready to do what they do best.
- Robust support ticket system allows users to obtain support via web portal, email, chat, or phone
- Custom Apple store portal for rapid procurement of required devices

Impact

- Bringing in-house the end-user response observation technology has saved COHO a ton of money and enabled them to open a new business line of customer research
- Employees now are able to resolve IT challenges much more effectively as well as work remotely from home or client sites - resulting in happier employees and more satisfied clients
- Standardized and secure IT infrastructure enables employees to be far more productive

"My advice to others evaluating their IT options: unless it's a part of your focus as a company, why keep IT internal? It goes back to agility. Focus on your core competencies. With Alectrona we work faster, better, smarter. They've helped set the stage for us to not have to worry if our infrastructure can keep up with our growth. They just take care of it and that's peace of mind for us."

Jon Shapiro, Founder &
Chief Creative Officer
COHO Creative

Technology Mix at COHO:

Macs, iPads

Jamf Pro
Jamf Protect
Google Workspace
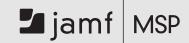Microsoft 365
Zoom
RingCentral
Adobe Creative Cloud
BambooHR
Harvest
QuickBooks
Cisco Meraki

 Consultants Network

jamf | MSP

Alectrona, member of the Apple Consultants Network, integrates Mac & iOS devices into enterprise and mid-market businesses, assisting in modernizing traditional IT towards a cloud-based user-centric model. Alectrona helps IT organizations solve problems integrating Macs with AD (either natively or via configuring Apple Enterprise Connect, Jamf Connect/NoMAD), providing seamless Kerberos authentication for in-house services, as well as working with more cloud-forward organizations to integrate SSO (Google, Okta, OneLogin, Azure), automate device setup (with help from Apple's Deployment Programs), and automating common manual IT processes such as user account management.

Alectrona Patch makes patch management easy for Apple IT administrators with zero packaging required. Alectrona custom workflows help provide a better user experience around software updates. Alectrona Patch ensures applications are properly updated across the enterprise.

Alectrona also helps IT teams develop user self-service solutions to traditional software deployment and patch management through automated tools and scripting mechanisms. Whether in-house or BYOD, Alectrona develops good practice security models and assists in balancing risk with end user experience.