# AppRiver's CSP partner program makes TeamLogic IT Memphis look good to customers

**Case Study**

**Partner**: TeamLogic IT Memphis

**Website**: www.teamlogicit.com

**Country or region**: United States

**Industry**: Technology

**Software and Services**: Cloud services

*"When you talk to other owners about strategic partners, there's a common theme. AppRiver has never dropped the ball."*

Drayton Mayers
TeamLogic IT Memphis

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TeamLogic IT Memphis is an MSP that provides outsourced IT support, business continuity, network security, unified communications, mobility services, and data back up to customers throughout Tennessee. TeamLogic IT Memphis manages 18,000 workstations, and they and their customers have no time for partnership bureaucracy or ineffective IT security solutions.

## The Challenge

Finding the right Cloud Service Provider (CSP) to partner with that offers the services TeamLogic's customers need, while protecting their bottom line.

## The Solution

To many TeamLogic IT franchise owners, AppRiver is a trusted partner. In fact, it is the only recommended strategic Hosted Exchange partner for franchise owners by TeamLogic IT. At the annual owners' summit, TeamLogic IT's corporate office plugs AppRiver as a model strategic partner. "When you talk to other owners about strategic partners, there's a common theme," says Drayton Mayers, owner of TeamLogic IT Memphis. "AppRiver has never dropped the ball."

## The ease of doing business: How AppRiver resolves TeamLogic IT's pain points

By offering reliable, knowledgeable support for award-winning solutions, Mayers can focus on taking care of his customers and not have to worry if his customers' servers are going to crash unexpectedly. He knows that if he does encounter an issue with one of AppRiver's solutions, he can get help from live US-based Phenomenal Care™ 24/7 to help him.

Being able to bundle IT security solutions with productivity suites is also critical to Mayers. He carries Office 365, Hosted Exchange Plus, and CipherPost Pro email encryption solutions from AppRiver. Many of his customers must remain compliant with SOX, HIPAA, and FINRA, so being able to bundle productivity suites with compliance solutions is a selling point to many of his customers.

It can be difficult to persuade small shops why they should invest in premium IT security solutions over free tools. Leveraging his customers' spam and virus metrics within the Customer Portal, included in Office 365 and Hosted Exchange, Mayers is able to create reports on his customers' inbox traffic.

The reports on his customers' networks legitimizes both the solution and his business. Having tangible numbers for his customers' network reporting proves that they are getting their money's worth of their service.

## The Bottom Line

By being able to deliver the right solutions with the best support makes TeamLogic IT Memphis' customers loyal to them. As Mayers puts it, "It's not just about the money. AppRiver makes us look like a hero to our customers."