



Fisher Nicholson Realty

stories of
SUCCESS



Microsoft Hosted Exchange and Online Backup provide real estate agency with a solid foundation

CenturyLink solution helps Fisher Nicholson Realty reduce costs, increase data security, and provide real-time email access to field-based employees.

For more than 40 years, Fisher Nicholson Realty has been serving the real estate buying and selling needs of Klamath County, Oregon. Locally owned and operated since 1972, Fisher Nicholson is a full service real estate company providing real estate services for homes, land, farms, ranches, business opportunities, commercial, resort, and second home properties.

KEY HIGHLIGHTS

INDUSTRY:

Real Estate

CHALLENGE:

Highly regarded real estate firm needed an efficient email and data storage solution to protect sensitive information and scale to meet agency growth

SOLUTION:

Microsoft Hosted Exchange and Secure Online Backup from **CenturyLink** delivered reliable, secure, and efficient digital communications to power agency operations

BENEFITS:

- ❑ Provided employees with reliable email access from anywhere, at any time, on any device
- ❑ Streamlined set up and maintenance of email accounts
- ❑ Centralized management of key communications platforms
- ❑ Automated cloud-based data back up for more secure, efficient information management
- ❑ Reduced operating costs by as much as \$1,600 per month.

“Mobile access to email, calendars, and automated system maintenance is essential when time truly equals money. Microsoft Hosted Exchange from **CenturyLink** makes it easy to keep agents connected with their clients and provide reliable access to the information they need to do their jobs well.”

— Lisa Bellon —

Communications Manager
Fisher Nicholson Realty

CHALLENGE

Clients choose to work with Fisher Nicholson Realty because of the firm’s market expertise and above-and-beyond level of service. A reputation for excellence has helped the agency more than double in size over the past two decades.

However, with continuous growth and new business opportunities came additional business challenges. In recent years, agents began using email as the preferred means of communication with their clients, exponentially increasing the amount of data the agency had to store. At the same time, agents needed reliable, real-time remote access to important messages and documents to be more responsive to their clients’ needs and to stay on top of the latest market transactions.

The company had implemented its own email and storage server on premises and outsourced the support to a contracted third party to troubleshoot issues and address the changing needs of its staff. However, the inability to access information on mobile devices, frequent email outages, and a hacking incident that left sensitive information exposed to unauthorized parties warranted a different approach to email service and data storage.

“The combination of a major outage every couple of months, our server constantly reaching capacity, and a hack that took everyone offline and out of commission was a major wake up call for us,” says Lisa Bellon, communications manager for Fisher Nicholson Realty. “We needed a secure, reliable, and easily managed solution that could support our entire business without interruption or breaking our budget.”

SOLUTION

After evaluating several email and data storage options, Fisher Nicholson partnered with **CenturyLink** to deploy a stable, scalable, and cost-effective platform to reliably deliver important electronic communications and to securely store important documents.

The agency replaced its inefficient on-premise server and expensive outsourced support with 42 licenses of Microsoft

Hosted Exchange and Secure Online Backup from **CenturyLink**. “Having a cloud-based, hosted solution gives us full control over the set-up and ongoing management of our email and storage systems,” Bellon says. “Now, we can run the day-to-day technical operations ourselves and allow our IT support staff to focus on higher value strategic initiatives.”

Previously, setting up and managing email boxes was a time-consuming process managed by the firm’s technology services contractor. With Microsoft Hosted Exchange, Bellon and other administrators use the unified Management Console to easily set up new email accounts themselves on desktops and mobile devices.

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The **CenturyLink** solution automatically syncs agents’ email, documents, and calendars across multiple devices and platforms for easy, on-the-go access from virtually anywhere. And with a system boasting a 99.99% uptime SLA that exceeds the industry standards and automated software updates and server backups, Bellon and the team can rest assured that their most important communications are easily accessible when they’re needed most.

In addition to a hosted email solution, the agency purchased three instances of Secure Online PC Backup to automatically backup and access important documents and data, significantly expanding the agency’s daily storage capacity.

“With nearly 300MB of storage, Secure Online Backup is perfect for backing up all our data from PC and laptop devices without having to worry about running out of storage,” Bellon says. “More importantly, our most sensitive data is now protected



against external attacks to our systems that can have a dramatic negative impact on our business and on our clients.”

BENEFITS

CenturyLink solutions have fundamentally transformed the way Fisher Nicholson operates. Unlike its previous onsite server environment, the agency now has a complete, end-to-end solution for cost-effectively and efficiently managing its business.

“We tried a number of other services and systems with varying degrees of success,” Bellon says. “Cloud applications from *CenturyLink* are easy to set up and simple to maintain. Everything just works from the start.”

Microsoft Hosted Exchange delivers true real-time access to calendars, emails, and other productivity tools from any device for optimum productivity. In addition, the agency's new solution makes it easy to seamlessly incorporate image scanners and other networked devices without extensive network configuration.

“We used to spend thousands of dollars per month outsourcing our entire technology set up, data backup, and systems maintenance,” Bellon says. “*CenturyLink* solutions have increased our overall efficiency while cutting our costs by as much as

\$1,600 per month.”

After years of patchwork solutions and temporary fixes, Fisher Nicholson has finally found exactly the right fit for its business needs. “With *CenturyLink* we get the best of all worlds: cutting-edge technologies, significant cost savings, and world-class support we’ve never had before,” Bellon says. “I just wish we’d made the switch sooner.”

SOLUTION DETAIL

CenturyLink:

- Microsoft Hosted Exchange – 42 seats
- Secure Online Backup for PC & Laptop, 100GB service plan – 3 instances
- FastForward OnboardingSM, Guided Activation

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CenturyLink offers a simple and affordable path to enterprise-level business applications, development platforms, and cloud server and storage infrastructure. You get the efficiency, cost-savings and security benefits of cloud technology, all from a single provider. And it’s backed by the technology and reputation of *CenturyLink*, a world-leader in IT and cloud solutions, and CenturyLink, the nation’s third-largest communications provider.

Learn more about how cloud technology can **benefit** your business
by visiting apps.centurylink.com or call 1-855-459-5121.

