

A Proactive IT Partner Behind the Scenes

radius180 manages the technology that drives your business so you don't have to.

by Liz Hunter

For as many benefits technology provides to help run our businesses, it comes with its share of headaches.

From problems with Outlook and WiFi connectivity, to data backup and printers that won't print, when a business owner has to step away from work to resolve these issues, it adds up to lost time and money. The moment you realize that you can't live without this technology, but you also can't keep losing time to fix it, is the moment you should consider a managed services provider.

Headquartered in Cherry Hill, radius180 is a managed services provider (MSP) that acts as a partner, working behind the scenes handling the small or large pieces of technology you rely on every day. They offer managed IT services such as on-site and help desk support, vendor management and 24/7 monitoring, as well as data migration, equipment upgrades, cloud computing and networking.

A little over eight years ago, radius180 was formed by Dave Ewall and Dave Roberts. Ewall's background in computer science and programming and Roberts' experience in managing the IT side of transportation and logistics combined to offer customers a complete package of technology solutions. Their concept for radius180—although not a mathematically accurate phrase—represents a 360-degree view on your business.

"If we were to look at a business within a circle and draw a line through the center, the front half of the circle is composed of the services they provide, whether they are an attorney or a doctor," says Roberts. "The back half is the systems that make them able to provide that service. Keeping those systems up and running and not having downtime is imperative for them to do what they do and not worry. This is their opportunity to bring in an MSP."

In recent years, the term "managed services provider" has become more widespread, yet not everyone is completely sure of what an MSP offers.

"The idea of an MSP is that we're going to provide comprehensive services and solutions in an all-inclusive fixed fee," says Roberts. "We don't want clients to feel apprehension about calling to ask a question. They shouldn't avoid calling because they don't want to be charged. With us, whether you call five times a week or 100 times a day, it's the same price."

Aside from the break-fix support your company may need, radius180 can also handle anything related to the physical components of your business, and they even go a step further to manage all of their clients' IT vendors.

"Say you have one vendor for internet and another for VoIP, or you use a software vendor based in California; you no longer have to go individually to those vendors to have a problem fixed," Roberts says.

"If you have a problem, we will sit on hold for an hour, giving you—the business owner—time back in your day. ... Imagine if I worked in your office as the IT person. What are the things you'd walk over to my office and expect me to do? We take it all on."

Health care providers can also benefit from radius180's wealth of experience working in HIPAA sensitive settings. "Medical practices have a high need for technology and extra attention must be paid due to HIPAA requirements," says Roberts. "We can guide them in the right direction with their IT solutions as it relates to HIPAA."

However, radius180 is more than just IT support. They are a true partner, arranging quarterly meetings with clients to discuss the business and how technology fits into their goals. "We have your best interests in mind. We want our clients to be more profitable and for their lives to be better," says Roberts.

Additionally, advice may be offered on negotiating contracts with vendors or suggesting updates to aging hardware. "A lot of what we do is preventative. Just like people see doctors for checkups or take their cars to mechanics, we monitor their machines and their servers every minute of the day. We can recognize certain errors that are indicating something might die soon and proactively replace it or rectify the issue so they can continue working without downtime. We don't want our clients to get to the point where their computer isn't working. We're trying to get ahead of the fires."

To help round out the offerings, radius180 also has a dedicated team of programmers, designers and engineers who can create apps or build customized websites.



When it comes to building relationships and communicating with clients, this is where radius180 truly breaks the mold in the industry. "People in this industry have a stereotype of being nerds and geeks who aren't necessarily personable and avoid communication, unless it's email or text," says Roberts. "We communicate often and we communicate well. Our techs have personality and must interact with our customers, not just on the technology side, but also hold a conversation, get to know them. When we're working on something for you, we'll update you daily so you aren't left hanging. As simple as it sounds, it's a huge differentiator in our industry." ▶

radius180

Managed IT Solutions

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