

Case Study: Cerco Cable Ltd.**Turning Information Technology into competitive advantages and peace of mind**

With divisions in Montreal and Toronto, Cerco Cable is a leading distributor of specialized cable, cable management systems and accessories. Cerco services a North American customer base spanning numerous industries, including building automation, data and communication, alarm and security, and original equipment manufacturing (OEM).

Cerco has succeeded in distinguishing itself within a commodity-driven industry by providing a customer-focused service with fast response times and by engineering innovative cabling solutions to meet the specialized needs of their clients. To execute upon this strategy effectively demands excellent communication between the company and its customers, sales reps, inventory managers, and R&D personnel. It also increases the importance and impact of Cerco's IT network and tools.

The challenge

"It's scary how much we rely on IT," says Danny Gauthier, President and Owner of Cerco Cable. "Our IT environment is the core of our business. Without computers, the productivity of our reps decreases by about 80%. Our network is like the central nervous system of our whole operation - and it has to be maintained, upgraded, debugged, and well managed because we need it."

"If there's an IT problem, my staff comes to me immediately. And like most business owners, I've already got a million things to do. I don't want to think about IT. I want to focus all of my time and energy on cable and how to sell it."

Industry:	Cable Distributor
Locations:	Montreal & Toronto

The solution

"We've used Regatronics for everything from optimizing our Blackberries, desktops, and software to building computers and setting up our server and CRM system because they are good at what they do," continues Gauthier. "I regularly consult with them on our IT-related moves and investments to make sure we stay on track with our goals. They understand that a business owner doesn't enjoy spending money on computers and technology and they come up with options that make sense for you."

Cerco Cable also benefits from Regatronics' Preventative Maintenance Plan.

"I recommend the maintenance plan to any business owner," advises Cerco's President. "Besides creating a stronger bond between Regatronics and your company, you get great value and peace of mind. No matter what the issue, I make one call and it is taken care of. They respond quickly, I never have to worry, and I can stay focused on my business - the way it should be."

<p>"I consider Regatronics to be a key partner. They support our productivity, help us edge out our competition, and enhance our customers' experience. They also look for ways to save us money and they're always there to address our needs. That's just not something you get from your average tech support company."</p>
--

<p>- Danny Gauthier, President Cerco Cable Ltd.</p>
--