



Drive Communications Success With Strategic IT Support

Problems with email marketing campaigns, due to lack of IT support and the correct technology resources, can lead to missed communications, the potential loss of opportunities, relationships, sales, and necessary momentum. And when your current IT provider isn't helping you solve this problem, it can leave you feeling like you're constantly putting out fires and at an impasse with how to move forward to [realign your IT](#).

That's exactly what Pace Public Relations was dealing with before they came to partner with Nortec. Working with them to understand their specific IT issues and concerns, Nortec was able to deliver strategic IT support and [technology solutions](#) that got their communications back on track, and they continue to offer reliable, responsive support for any IT problems that arise.

WHO IS PACE PUBLIC RELATIONS?

[Pace Public Relations](#), founded in 2010, is a full-service media relations and communications agency based out of New York City. They work with their clients to deliver customized publicity plans and PR campaigns that meet their specific marketing, sales, and company goals.

Thanks to her experience in the industry, PPR President Annie Pace Scranton and her team can quickly get their clients in front of their audience with a strong brand message. Working with a diverse customer base, Pace specializes in breaking news, story pitches, out-of-the box segment ideas, personalized attention, and more for every one of their partners.

A LACK OF IT SUPPORT LED TO COMMUNICATION AND TECHNOLOGY ISSUES

As a media relations and communications agency, communication via technology is at the core of Pace Public Relations' work. However, due to a lack of assistance from their current IT provider, new employees were onboarded without access to systems, team members had trouble accessing the network reliably, and emails, pitches, and communications were ending up in spam folders.

HIGHLIGHTS

- ✓ Tired of not receiving the necessary support from their existing IT provider, PPR reached out to Nortec
- ✓ The old IT provider left them constantly battling IT-related disruptions
- ✓ PPR called Nortec and had instant help with their email delivery issue
- ✓ Thanks to Nortec's responsiveness, IT issues don't linger – they're fixed quickly and efficiently so PPR can focus on their expertise, public relations
- ✓ With an improved IT strategy, PPR has the tools and resources they need to keep excelling in their industry

When emails are 90% of your business structure, it can be detrimental to your organization to see that serious downtick of engagement, lack of responses, and loss of connections. And constantly putting out IT fires means less work is getting done.

Although they regularly requested assistance from their IT partner for both the system and network access and their concerning email delivery problem, they were simply not getting the IT support they needed to turn the issues around.

PPR BENEFITS FROM CUSTOMIZED SUPPORT FROM NORTEC

Frustrated with the lack of support from their current IT services provider, Pace Public Relations began reaching out to their connections in the industry, requesting suggestions for other technology companies that could better serve their needs. [Lippe Taylor](#), another client of ours, directed PPR to us.

Through a [customized IT solution](#) and ongoing support, Nortec was able to solve their email delivery issue, get new employees onboarded efficiently, and secure reliable access to the network and systems PPR needs to best serve their clients. Nortec also helped Pace Public Relations develop a specific workflow and strategy to optimize the way they completed their regular day-to-day activities, which led to an uptick in efficiency, productivity, and overall business operations. They quickly saw the results Nortec brought to both their IT infrastructure and their communication delivery.

A BIGGER FOCUS ON PUBLIC RELATIONS; LESS ON IT SUPPORT

With Nortec's managed IT services, Pace Public Relations can focus more on their core business operations, including communications, media relations, and emails with their clients and audience base, and less on solving technology problems. Annie Pace Scranton shares, "As the CEO of PPR, I want to spend as little time as possible thinking about IT so we can focus more on the areas we excel in and better serve our clients. Working with Nortec has allowed us to do just that."

Nortec works to provide ongoing managed IT services and support for our clients, and that's exactly how we work with Pace Public Relations. When a problem arises with their technology, systems, network, or emails, we're there to help them solve it. And thanks to our responsiveness, IT issues don't linger – they're fixed quickly and efficiently so PPR can spend less time putting out those technology fires. They have access to reliable, fast, and knowledgeable support when they need it most.

Technology failures can directly impact communications, and when a company directly relies on email and phone to interact with their customers, unreliable systems can spell disaster for company reputations, customer service, sales, and operations as a whole. With a clear roadmap and ongoing managed IT services, Nortec helped Pace Public Relations turn their previous technology issues into successes, thanks to reliable IT support they could count on. With an improved IT strategy, PPR has the tools and resources they need to keep pushing forward in their industry.

If your company is facing constant technology issues, lack of reliable support from your current IT provider, communications concerns, or other IT problems, call Nortec today. Like Pace Public Relations, you deserve a strategic partner who solves your most pressing technology concerns and gets you on the right track for success.

Access a Help Desk and Strategic IT Solutions

With a 24/7/365 help desk and customized IT solutions, Nortec helps companies both small and large, local to international, get a handle on frustrating IT issues. If you're fed up with your IT experience, we can help.

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