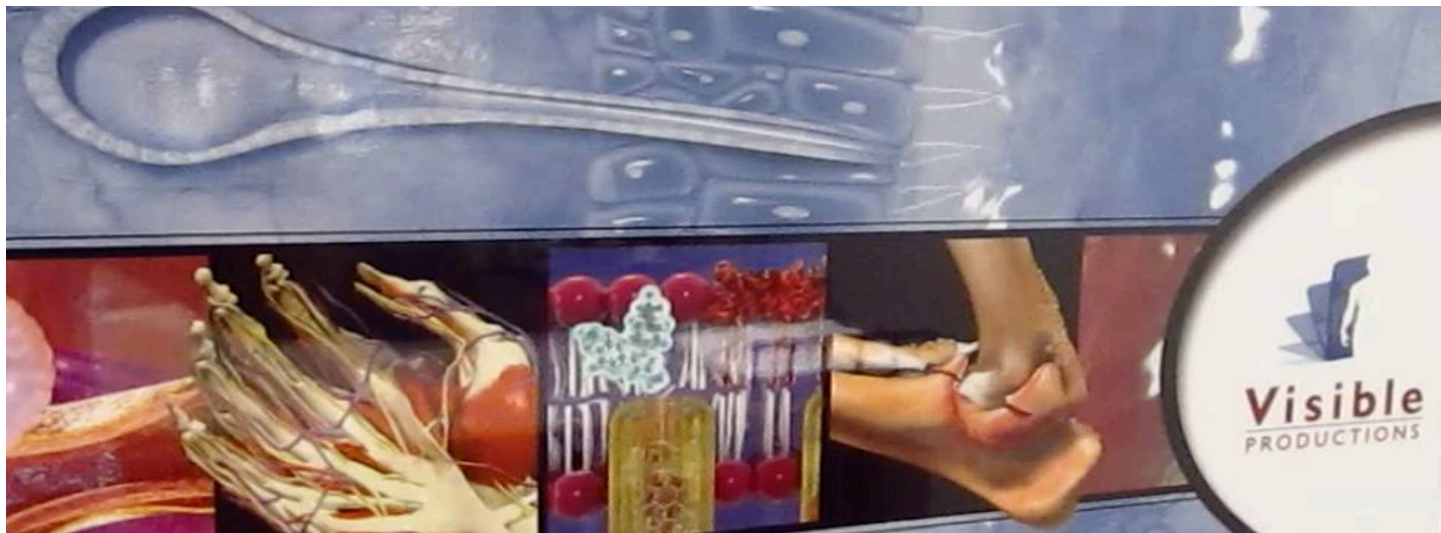


GREYSTONE TECHNOLOGY GROUP | CASE STUDY VISUAL HEALTH SOLUTIONS | FORT COLLINS, CO



"It wasn't enough to hire someone to manage certain elements of IT and still have to worry about the moving parts. With Greystone, we've entrusted all our IT needs to one organization, pay one flat fee and don't have to worry about it."

- Matt Faye | Vice President of Production | Visual Health Solutions

Visual Health Solutions (formerly Visible Productions) offers a library of licensable multimedia content, including complete multipart multimedia programs, 3D medical animations and topic segments. Developed by a team of medical experts and talented artists, these clips and program modules use visual media to explain complex topics. Its medical content library is an effective way to supplement existing projects, web content, presentations and multimedia communication projects.

As a visionary, forward-thinking company, Visual Health Solutions is committed to using technology to provide the best multimedia services to its customers. But while the company's unique online content library and interface is crucial, their behind-the-scenes IT infrastructure must also work flawlessly. That's where Greystone Technology Group and its comprehensive TotalCare managed IT services offering comes in.

Initially, Visual Health Solutions had an internal employee who was responsible for all things IT. At a certain point, this individual

came under the management of the creative director to better meet the company's production needs. But soon after this change, it became apparent that they would be better served with external IT services.

"IT was a tremendous burden that pulled me away from what I needed to be doing, and I'm not an IT guy," said Matt Faye, vice president of production. "We looked at three different options and chose Greystone because of the skill of its people and its competitive pricing."

A big part of Greystone's appeal to Visual Health Solutions was its complete, inclusive managed services approach. Instead of reacting to individual support or maintenance incidents, Greystone assesses each client's needs and existing technology, creates a tailored plan, and conducts monthly on-site visits to ensure all requirements are being met. In addition, the TotalCare package includes responsive phone and online support, and around-the-clock system monitoring.



GREYSTONE
Technology Group, Inc.



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All companies have several hardware and software systems, but a company like Visual Health Solutions that offers 3D animations, pharmaceutical MOA animations and other cutting-edge multimedia products, has another level of IT requirements. Initially, Faye was concerned that no internal resource or third party could handle the organization’s specialized needs. He has been pleasantly surprised that Greystone is up to the challenge.

“We have a render farm, storage backup solution, media servers and other needs that companies in other industries just don’t have,” Faye said. “To find a company like Greystone that could come in, understand our systems and become experts has been essential to our continued success.”

When Faye first evaluated potential contractor, freelance and third-party options, he was looking for an all-encompassing approach that could put an IT services plan in place, solve issues as they arose and provide a solid platform for company growth. He found all of this and more with TotalCare.

“Greystone’s objectives are our objectives, and they added ‘you aren’t aware of A, B, C and D,’” Faye said. “They’ve also fixed several outstanding information systems needs that were limiting our growth. This approach inspires trust and confidence.”

Visual Health Solutions Quick Facts

Company Focus:

Online Multimedia and Creative Services

Location:

Fort Collins, CO

Greystone Solution:

TotalCare Managed Services

ABOUT GREYSTONE TECHNOLOGY GROUP

Greystone Technology Group provides outsourced IT services for small and midsize organizations across Colorado, enabling them to focus on goals and objectives instead of servers and software. As a managed services provider (MSP), Greystone delivers the experience of a full IT department using a proven approach that helps businesses to plan ahead and remove the guesswork from technology management. This unique philosophy results in a true partnership with each client, ensuring that every requirement is addressed at every turn — during strategy, planning, support and administration.



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