



Waident

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Case Study

Cohen Financial

Industry: *Commercial Real Estate Debt and Equity*

Services: *Fixed monthly fee comprising of end user support, complete technology management, and CIO strategy*

Technologies: *Microsoft Office, Microsoft Windows Server 2003, Microsoft Office SharePoint Services, Microsoft SQL 2005, Cisco IP phones, Videoconferencing, Blackberry devices, Virtual servers, SAN,*

Time Line: *Ongoing relationship*

Strategic Business Challenges

Cohen Financial has been in business since 1978. In this current challenging economic climate, they found the need to downsize their workforce. During this process, it was essential to reduce their in-house technology staff by less than half. This cost cutting measure was necessary, but also left them in a sub-optimal position relying on a skeleton crew to handle all of their technology support and strategy needs. Cohen Financial needed to do more with less so they turned to Waident. Waident could provide a broad platform of support and management services at a lower cost than Cohen Financial's current downsized team.

Customer Requirements

Cohen Financial's IT requirements were as follows:

- High touch end user support with real-time responsiveness.
- Broad expertise, such as networking technologies, telecommunications, wireless solutions, and custom software development, to name a few.
- Seamless transition from in-house support to new partner.
- Provide support for corporate headquarters located in Chicago and six regional offices.
- Strategic guidance for all of their CIO needs

Waident Solutions Approach

Waident worked with the Cohen Financial employees prior to their departure to learn their systems and processes. It was determined that Cohen would benefit from having an onsite presence in their office. As a result, Waident placed one of its associates in their corporate headquarters to more fully provide the high touch end user support experience they needed. This is an example of how Waident customizes its service to meet our client's requirements.

Success Factors

Several factors were critical for the success of this relationship:

- Broad experienced team – Waident is the expert in helping CRE firms manage their technology and supporting their employees. We could provide the in depth knowledge and broad experience to quickly and seamlessly integrate in to their environment.
- Chief Information Officer Strategy – Cohen Financial needed to ensure their technology was fully aligned with their business objectives. This is one of the core Waident services we do for all clients.
- Long Term Relationship – Both firms held the same philosophy of not simply being transaction based, but rather building relationships with the people with whom they do business.

About Waident

Waident offers remote and onsite support for anything that touches your network or is critical in any way to the productivity of your employees - this includes desktops, software including Microsoft Office questions, laptops, networks, desktop software, iPods, cameras, smart phones, VPNs, routers, servers, wireless/handheld devices, printers/copiers, IP phones and other critical technologies. We're a help-desk, technology advisor and strategic IT counselor rolled into one affordable package.

For more information on Waident Technology Solutions, contact us today at www.waident.com.