Small Company, Big Expectations: Why Paying More for IT Made Sense

A small Northeast Ohio investment firm chose accountability, depth, and dependable service over the lowest possible monthly price. By Ashton Solutions

Ashton Solutions, based in Cleveland, Ohio, brings efficiency and peace of mind to IT and helps clients leverage technology for lasting business results. Find out more at ashtonsolutions.com.

The Challenge

For years, this small investment firm relied on a managed IT services provider while, over time, technology issues became a recurring distraction. Problems were not always resolved with the speed, communication, or ownership the leadership team expected.

The company went through an initial discovery meeting with Ashton in 2021 but then waited more than a year before making a change. As frustrations continued to build, leadership began to look at the decision differently. The real question was no longer whether they could find a less expensive provider. It was whether their current provider was delivering the reliability and accountability the business needed.

Although the firm had fewer than 10 employees, technology played an important role in nearly every part of the business. It supported daily operations, client service, security, and leadership productivity. When something went wrong, the impact had little to do with the company's headcount.

Looking Beyond the Per-User Price

Because the organization was small, Ashton's monthly minimum fee for managed IT services represented a larger investment than a simple per-user calculation might suggest. But leadership recognized that a lower monthly price would not necessarily mean a lower cost to the business.
Unresolved problems, downtime, security risks, weak communication, and the time leadership spent chasing answers all carried a cost of their own. The firm needed more than basic technical support. It needed access to an experienced team, well-defined processes, proactive management, and someone willing to take ownership of issues through resolution. The decision ultimately came down to the value of dependable service rather than the number of employees receiving it.

"Even when Ashton didn't have all the answers, it was clear that the team was working hard to get them. The past several weeks have, thankfully, been smooth and uneventful... just the way we like it."
-President, Northeast Ohio Private Investment Firm

The Ashton Approach

Ashton implemented a fully managed technology program built around consistent support, clear communication, and proactive management. The engagement included monitoring and maintenance, security management and endpoint protection, standardized device procurement and deployment, structured onboarding and documentation, and defined procedures for adding and removing users.

Just as importantly, the client gained access to a broader team with experience across infrastructure, cybersecurity, Microsoft 365, cloud services, and business technology strategy. Instead of relying on one or two individuals, the firm could draw on the right expertise as different needs arose.

The goal was not simply to respond when something broke. It was to create a more stable, secure, and well-managed technology environment while reducing the amount of time leadership spent managing IT.

The Results

The firm gained greater confidence in its technology environment and in the team responsible for supporting it. Clearer communication reduced uncertainty when issues occurred. Better documentation, monitoring, security, and standardized procedures brought more discipline to daily technology management. Leadership spent less time chasing answers, escalating problems, or overseeing its IT provider. The size of the company had not changed, but its technology experience had.

> *"His proactive communication, clear explanations of what he was trying and doing, and relentless pursuit of the fix were appreciated. I felt like I was always informed and could fully appreciate the complexity of the problem. This kind of service is why we moved to Ashton: problems are solved directly and without unnecessary runaround."*
> -President, Northeast Ohio Private Investment Firm

Small Company Doesn't Mean Small Technology Needs

Small organizations often assume that more comprehensive managed IT services are designed for larger companies. But company size alone does not determine how important technology is to the business or how damaging an unresolved issue can become.

"The value of IT isn't determined by the number of employees. It's determined by how much the business depends on it."

For this investment firm, paying less would only represent savings if the lower-priced service could provide the reliability, expertise, and accountability the business required. The firm could have selected a less expensive provider. Instead, it chose a deeper team, stronger processes, proactive support, and confidence that problems would be owned through resolution.

The Key Takeaway

The value of an IT partnership should not be measured by employee count alone. It should be measured by how much the business depends on technology and what poor service, unresolved problems, and unnecessary risk truly cost.

Good IT has a cost. Bad IT costs far more.

Ashton SOLUTIONS

Let's discuss your unique needs and how Ashton Solutions can help create value. Contact us at 216.397.4080 or sales@ashtonsolutions.com



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