

MLANS Got Local Pool Company Out of Hot Water



In New Hampshire, summer is delightful but very short. At the Bedford Pool and Patio stores, which sell pools, pool supplies, patio furniture, and hot tubs – plus new lines of gas and wood stoves and billiard tables - business is highly seasonal. For owner Brian Shoer, dependable computers are a necessity to prevent losses that cannot be recouped later.

“When the network’s down we’re out of business”

Before Brian hired MLANS to support his networks, he got IT support from the people who sold him his hardware and software. Brian says, “They were on the other end of the telephone line and never came out to do service. There were times when the network was down and we’d panic. You have a line of people standing at the register in front of you and you can’t sell products, you can’t do anything.”

“When the network’s down we’re out of business. Once we were out of the warranty period, if they couldn’t fix it over the telephone and they wouldn’t come out, our hands were tied. It was expensive in terms of loss of sales. Our business is all about service and taking care of customers. Any time we disappoint a customer, that’s a cost to us.”

“We know and trust Mark”

Since he hired MLANS to take care of his computers Brian noticed, “Mark Aronson always returns calls quickly. If we need him, he comes right away. We know and trust Mark. We don’t run scared that the network will go down because we know we have sup-

we’re confident that we’re taken care of. The big things aren’t confusing and the little things we can take care of ourselves.

Not a Cookie Cutter Approach

MLANS also added value. “We used to be at the mercy of our software providers on how to run things but Mark set up our network so we don’t have to buy extra modules from our other vendors. We’re not left in the dark and this saves us money,” says Brian.

“Mark really cares and will take the time to know your specific network and not just put in a cookie cutter thing that has nothing to do with your business. He takes the time to ask questions about what you need and why you need things and matches up your systems to your actual needs, not just selling you a package.

“For me, the biggest benefit is peace of mind”

“Everything is working smoothly now. Mark tells us what to do ahead of time so we don’t run into surprises down the road. We have preventative maintenance. To service your customers in today’s world you need a healthy network and a good computer system. We now rely on our computers more because we trust them,” Brian says.

“For me, the biggest benefit is peace of mind - I can take care of my customers without worrying about whether my computers are working or not. The employees don’t worry either. They know who to call if something goes wrong. MLANS goes above and beyond our expectations.”



Brian Shoer