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LunaTech Case Study

An Insight into the Tierzero Partner Program

Overview

Industry

Managed Technology Services

Contact

Bobby Pappas

President

Headquarters

North Hollywood, CA

Services

A managed services provider focused on Unified Communication and Collaboration (UCC) services.

About LunaTech

Bobby Pappas founded LunaTech in 2006 with the goal of bringing a more human approach to SMBs and their business technology needs. They specialize in helping businesses better communicate with their customers through the use of technology and cloud services. Their managed approach combined with nearly obsessive white-glove support has helped them continue to grow in a crowded, and highly competitive industry.

On the web

www.lunatechit.com

Challenges

LunaTech was founded in 2006 with the idea that, unlike the myriad of other service providers, top-tier services could also be highly personalized. The goal was to be more human connection / relationship-building, and less technical / transactional feeling. We didn't want to be just another "impersonal" vendor or provider. We wanted to be viewed as a technology partner who provided exceptional services accompanied by white-glove support.

This is where Tierzero comes into the picture. One of LunaTech's core objectives is offering its clients Internet services that not only perform well, but also align with their services and philosophy of personalized service and support.

Building the connection

With Tierzero and LunaTech both operating in Southern California, the organizations have forged a relationship that has continued to open new doors. Bobby Pappas, President of LunaTech, cites the responsiveness and transparency of the Tierzero team as key reasons for the successful connection:

“The support and customer service is fantastic. Tierzero offers tremendous flexibility because of the range of solutions they are able to provide. In some cases, they can provide fiber and in others Fixed Wireless, or Ethernet over Copper. If multiple service options are available, Tierzero always takes into account factors such as install time, budget, and the client's growth path before recommending a service. Tierzero always looks out for the client's best interests. They provide service the same way we do and as a result, our team sleeps well at night knowing our clients' Internet services are in good hands.”

“Recently, a mutual client approached us about adding a new location that is currently under construction, but will be ready for move-in in approximately 60 days. Our discussions with Tierzero centered on fiber as a long-term option; however, Tierzero also presented the option of providing temporary unlimited 4G LTE-based services in case the fiber wasn't ready by the client's deadline. Anticipating a client's needs and presenting solutions to meet them is the cornerstone to our partnership.”

What does the future hold?

LunaTech continues to harness the expansive data solutions offered as part of the Tierzero partner program in the Southern California area. However, when asked to suggest ways that Tierzero can improve as a LunaTech partner and as a communications solution provider, Pappas had a simple proposal, “Expand into more markets so we can provide our clients there with the same level of service enjoyed by those in SoCal.”