

# Rosner Auto Group Hits the Ground Running Thanks to Helion



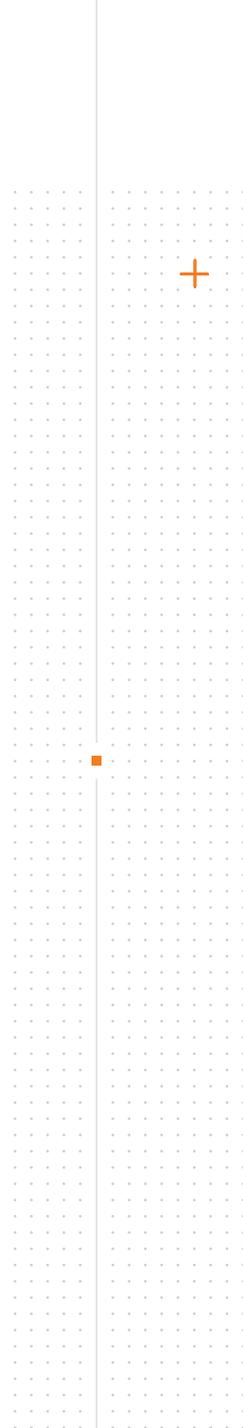
## Summary

When Rosner Auto Group restructured and lost their internal IT team, they tapped Helion to fill the gap. While they were used to in-house IT, they quickly realized that a contractor like Helion could offer advantages they'd never considered. Thanks to their deep knowledge of the industry and experience with stores of all sizes, Helion was able to get Rosner's phones, computer networks, dealership management system, and more up and running in no time.

## The Challenge

Rosner Auto Group was formerly an eight-store dealership group with a body shop. The owners decided to sell two stores and split the remainder of the group into two business entities. Helion was retained by the new, three-store Rosner Auto Group to help with the transition and to provide ongoing IT services.

"When the group split, one of the biggest challenges we faced was separating the information technology infrastructure," says Jackie Solomon, COO/CFO of Rosner Auto Group. "All of the systems including the phone, computer networks, our dealership



management system, and other software were interconnected. The original group's CIO and the rest of the IT team were staying with the other group, so the new Rosner Auto Group suddenly didn't have any IT resources."

Solomon was familiar with Helion's services from a previous meeting with them years earlier. She reached out to Helion and was pleased with the fast response.

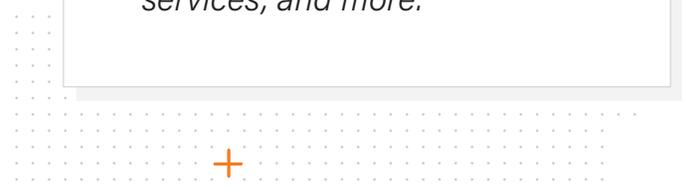
"They came immediately when I sent out the SOS flag. It was very comforting to have their instant expertise, because there's no way I could have hired someone at the level I needed to separate and secure all of our stores' systems. It was a huge job and needed to be done quickly."

## The Solution

As the largest provider of managed IT services to auto dealerships in the U.S., Helion offers 24-hour network monitoring, phone and in-person support, project management, cybersecurity services, and more. In cases like Rosner's, they can even act as virtual CIO.

Shortly after the Helion team went to work separating and establishing the new Rosner Auto Group's IT infrastructure, Solomon decided to retain them on an ongoing basis.

"I had a choice: hire a new IT staff or outsource," she says. "From my previous experience, I knew what it would cost monthly per store to maintain a full IT department. I would have had to hire two full-time people. When I did a cost analysis comparing that to Helion's services, it was very cost competitive."



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Additionally, Solomon appreciated Helion's expertise and focus on the automotive industry.

"All they do is work with dealerships, so they have in-depth knowledge of our dealership management system, which gives us another resource when we have problems."

Another benefit the Rosner Auto Group has realized using Helion is

additional cost savings with their carriers' contracts. In one of the group's Toyota stores, a contract with Verizon for a redundant line was set for renewal.

"Between Comcast and Cox and the phone companies, it's difficult to know what you're looking at, with all the different types of fees," says Solomon. "Helion let us know we didn't really need this line any more, so we were able to eliminate that cost. Five months later we have not experienced any glitches with our phones."

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## The Results

At first, some of Rosner Auto Group's employees objected to the idea of not having a full-time IT person. They were afraid of what would happen without a person on the ground to help them.

"You'd be surprised how much the employees use the IT staff when they're here, but we don't really need them," says Solomon. "That was a cost benefit for us, when we realized we could use Helion's help desk and they can do 95% of the work from off site."



Solomon and the rest of Rosner's staff have been pleased with Helion's support and in-depth expertise.

"They are just a great resource to have for things that work or don't work in the industry," says Solomon.

"If one person can't answer a question, they have two or three others who have seen that problem and can fix it, no problem."

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