



**BROAD REACH RETAIL PARTNERS EXPERIENCES
THE TRUE MEANING OF AMAZING IT SERVICES
WITH ORION NETWORKS**

TRANSFORMING RETAIL OPERATIONS THROUGH CUTTING-EDGE TECHNOLOGY SOLUTIONS



Broad Reach Retail Partners, a leading shopping center owner and operator, understands technology's vital role in modern retail management. The company's commitment to providing high-value retail property management services led them to seek exceptional IT support. Orion Networks ranked #35 on the Channel Futures MSP 501 list for 2024 and emerged as the perfect partner to elevate Broad Reach's technological capabilities.

ORION NETWORKS: TRANSFORMING RETAIL OPERATIONS THROUGH CUTTING-EDGE TECHNOLOGY SOLUTIONS

Broad Reach Retail Partners gained access to comprehensive managed IT services tailored to their unique needs by choosing Orion Networks. This partnership has enabled Broad Reach to have a reliable IT services partner who won't nickel and dime them on every support call and will be there when they need support.

KEY TAKEAWAYS

- Partnering with a top-ranked IT service provider can significantly enhance retail property management.
- Comprehensive IT solutions streamline operations and improve efficiency in shopping center management.
- Effective IT support empowers retail management teams to focus on core business objectives and community engagement.



OVERVIEW OF BROAD REACH RETAIL PARTNERS



Broad Reach Retail Partners is a privately held company specializing in retail real estate. Their expertise lies in acquiring, redeveloping, and leasing shopping centers.

The company focuses on transforming underperforming properties into thriving retail hubs. Their holistic approach considers all aspects of a shopping center's lifecycle.

Broad Reach's leadership comprises retail real estate veterans. This experienced team oversees vital areas:

- Leasing
- Acquisitions
- Property management
- Brokerage
- Investor relations

The company's size allows for hands-on management of each property. They believe well-run, grocery-anchored shopping centers are vital to communities.

Broad Reach aims to create convenient marketplaces offering a mix of goods and services. Their work impacts local economies and enhances neighborhood retail options.

The company's president and founder, Nate Tower, actively participates in industry discussions. He shares insights on retail trends and strategies at conferences like ICSC LAS VEGAS.

Broad Reach Retail Partners continues to adapt to the evolving retail landscape. They strive to revitalize shopping centers, meeting the changing needs of communities and retailers alike.

CHALLENGES FACED BY BROAD REACH RETAIL PARTNERS

Broad Reach Retail Partners encountered significant obstacles with their previous IT services provider, which impacted their operations and efficiency.

NICKEL AND DIMED BY PREVIOUS IT SERVICES COMPANY

Broad Reach Partners constantly faced unexpected charges from your former IT service provider. Every small task seemed to come with an additional fee, making it difficult to budget accurately. Simple requests like password resets or software updates resulted in surprise invoices.

This nickel-and-diming approach eroded trust and strained your relationship with the IT company. You never knew what the final bill would look like at the end of each month. The lack of transparency in pricing made it challenging to plan for IT expenses effectively.

The constant need to scrutinize every charge created unnecessary stress for your team. It diverted valuable time and resources away from your core business of managing and revitalizing retail properties.

EXTREMELY LONG RESPONSE TIME RESULTING IN BUSINESS DISRUPTION

You experienced frustrating delays when seeking IT support from your previous provider. Critical issues often go unresolved for extended periods, causing significant disruptions to your daily operations.

Simple tech problems would escalate into significant setbacks due to slow response times. Your team could not access important files or use essential software, hampering organizational productivity.

These delays had a ripple effect on your ability to serve clients and manage properties effectively. Due to IT-related bottlenecks, you risked missing essential deadlines and disappointing tenants.

The lack of timely support forced your staff to develop inefficient workarounds, further impacting overall efficiency. You needed a more responsive IT partner to keep your business running smoothly.



SELECTION OF ORION NETWORKS AS IT SERVICE PROVIDER

Broad Reach Retail Partners carefully evaluated potential IT service providers before choosing Orion Networks. The decision was based on specific criteria and followed by a detailed implementation plan.

CRITERIA FOR CHOOSING ORION NETWORKS

Orion Networks stood out due to its impressive growth and industry recognition. They considered their rankings on the Channel Futures MSP 501 and other industry ranking programs for IT services companies, highlighting Orion Networks' expertise in managed services.

Orion's commitment to innovation and tailored solutions aligned with their company's needs. Broad Reach valued Orion's partnerships with leading cloud platforms, ensuring access to cutting-edge technologies.

In addition, Orion Networks' agile approach to staying current with industry trends was another critical factor. This adaptability promises to keep your IT infrastructure ahead of the curve.

STRATEGIC IMPLEMENTATION PLAN

Broad Reach's collaboration with Orion Networks began with a comprehensive assessment of your current IT infrastructure. This allowed us to identify areas needing improvement and optimization.

Orion developed a phased rollout strategy, minimizing disruptions to your daily operations. The plan included regular checkpoints to ensure alignment with their business goals.

Regular performance reviews were built into the plan, allowing continuous improvement and adaptation to your evolving needs.



COMPREHENSIVE IT SOLUTIONS PROVIDED

Broad Reach Retail Partners experienced a complete transformation of their IT infrastructure through Orion Networks' tailored solutions. These upgrades addressed critical areas to enhance efficiency, security, and scalability.

INFRASTRUCTURE UPGRADE AND MANAGEMENT

Orion Networks overhauled Broad Reach's outdated systems with cutting-edge hardware and software. You'll find new high-performance servers and workstations optimized for retail operations. Network infrastructure significantly improved with faster, more reliable connections between stores and headquarters.

A centralized management system now allows for remote monitoring and maintenance. This reduces downtime and enables quick resolution of IT issues across multiple locations. With these upgrades in place, you can expect smoother operations and increased productivity.

Orion also implemented a robust backup and disaster recovery solution. Your critical data is now protected against potential loss or system failures.

CYBERSECURITY ENHANCEMENTS

Retail is a prime target for cyberattacks, so Orion Networks prioritized Broad Reach's security posture. Advanced firewalls and intrusion detection systems now safeguard your network perimeter.

Employee training programs were introduced to create a security-conscious culture. Staff are better equipped to identify and respond to potential threats as a result.

Multi-factor authentication was implemented across all systems, adding an extra layer of protection. Regular vulnerability assessments and penetration testing ensure your defenses remain strong against evolving threats. Data encryption protocols were implemented to protect sensitive customer information during transmission and storage.

CONCLUSION AND FUTURE OUTLOOK



Broad Reach Retail Partners' partnership with Orion Networks has transformed its IT infrastructure and operations. As this collaboration progresses, they can expect continued efficiency, security, and innovation improvements.

The retail landscape is rapidly evolving, with technology playing a crucial role. Broad Reach is now well-positioned to leverage cutting-edge IT solutions to enhance their shopping center revitalization efforts.

Cybersecurity will remain a top priority. With Orion Networks' expertise, Broad Reach can avoid emerging threats and protect sensitive data.

The future looks promising for this partnership. Broad Reach Retail Partners will continue pushing boundaries in retail property management, supported by Orion Networks' robust IT services.

Broad Reach sets a new standard in the retail real estate industry by embracing technology and prioritizing IT infrastructure. Their success story inspires other companies looking to thrive in an increasingly digital world.

