



Texas painting contractor **protects** financial data with “priceless and affordable” AT&T Backup and Go

- **Business Needs** - A way to protect the growing company's files, including customers' financial information
- **Networking Solution** - Automatic online data backup with unlimited storage for each computer
- **Business Value** - Improved business continuity, peace of mind for the owner and staff
- **Industry Focus** - Commercial painting
- **Size** - Small business with regional reach

About Texas Standard Commercial Construction

Texas Standard Commercial Construction (TSC) is a painting contractor with more than 30 years of experience in a highly competitive industry. The minority- and woman-owned business has built its reputation in Texas and other southwestern states thanks to a focus on doing the job right. It aims to provide scalable staffing solutions to complete commercial projects safely and on-time, every time. TSC is certified by Texas as a historically underutilized business (HUB), by the National Minority Supplier Development Council as a minority business enterprise.

The situation

Like most contractors, TSC generates hundreds of pages of documents for even small jobs. Each project requires proposals, estimates, purchase orders, change orders, invoices, insurance certificates and many other files. The company needed a reliable, simple and cost-effective way to safeguard its information.

Solution

AT&T Tech Support 360SM Back Up and Go automatically backs up data files on TSC computers and stores it in the cloud for protection against loss. The service gives TSC unlimited storage capacity for each of its computers and also enables TCS staff to access files on computers or smart devices connected to the Internet. Backup and Go enhances business continuity by storing the company's important business files in the cloud, so they can be retrieved in case a TCS computer is damaged by electrical problems, a spilled cup of coffee, or any other problems.

Texas company's focus on customers spurs business growth

Attention to detail is a guiding principle at Texas Standard Commercial Construction (TSC). The company has grown steadily in a crowded market thanks to meticulous attention to the small things. The strategy has resulted in fewer mistakes, projects finished on time and happy customers. And happy customers become loyal customers. "Our primary focus is painting," said CEO Patricia Rodriguez-Christian. "We make interiors look beautiful, whether it's ground-up construction or remodeling."

The company has been around for more than 30 years under the leadership of the Christian family. A few years ago, the CRC Group, owned by Rodriguez-Christian, acquired TSC, and she became the CEO of both companies. "My husband, who founded Texas Standard Commercial, was trying to implement his exit strategy," she said. "About three years ago, we decided that we needed to reorganize the companies so that one person headed the entire enterprise."



TSC provides the kind of service that has kept its customers coming back for three decades. "Technically, it's a small business, according to the U.S. Census criteria," Ms. Rodriguez Christian said. "But in scope we're a regional company. We work in Texas, Colorado, a bit in New Mexico, and Florida." TSC typically acts as a subcontractor for much larger general contracting firms but can function as the general contractor at customers' request.

Making technology a differentiator

When she assumed leadership of TSC, Rodriguez-Christian set out to add new income sources and upgrade the company's technology. "We've had quite a lot of success in the last 18 months in diversifying our revenue stream, but we wanted to begin using technology as part of our differentiators," she said. "Our immediate need was to find a better way to protect our data, primarily our accounting files."

Like most businesses, TSC maintains thousands of files, including purchasing, marketing, project and financial documents. “We were backing up our files up weekly with external drives that were stored in the office,” Rodriguez-Christian said. “It was a very clunky manual process. And if somebody forgets to do it this week, next week or next month you’ve got a gap in your business continuity.”

Rodriguez-Christian’s biggest fear was that if somebody forgot a backup and a computer failed, we might lose all that information. TSC also needed to back up its electronic archival system, in which all the previous years’ files are digitized and stored. “Our backups were all done manually, and my fear was that if something happened, we could lose essentially the entire company’s data,” she said.

Rodriguez-Christian also worried that the computers and hard drives were stored at the same location. “It was important to me to mitigate against disaster,” she said. “If the building catches fire, what are we going to do? We knew there had to be a better way to do this but didn’t want to have to buy more equipment.”

Rodriguez-Christian said she also needed help in establishing a separate network environment for her home office. “I needed two different networks because I have a teenager, and he plays video games,” she said. “And who knows what goes through that network.” When she called AT&T to set up a commercial network in her home, she learned about a service that could solve her business continuity challenges at the office.

Backed up, protected and accessible

AT&T Tech Support 360SM Backup and Go provides data backup with unlimited cloud-based storage to protect individual and company files. “I first heard about Backup and Go from the AT&T technology advisor I called for help with my networks at home,” Rodriguez-Christian said. “I immediately liked the ease of use and the fact that it was automatic – I didn’t have to rely on employees to perform the backups. That was particularly attractive. And finally, I was impressed with the security.”



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AT&T Backup and Go helps protect TSC from data loss by continuously saving its important files using the highly-secure AT&T cloud. After a quick and easy installation, the service helps protect TSC's files against natural and manmade disasters – and from employee mistakes like accidentally deleting an important file. It provides unlimited storage for documents stored on company computers, and even retains older versions of files.

With Backup and Go, TSC staff can easily access and view files from web-connected devices from almost any location. Staff on the go can access estimates, proposals, schematics and any other file they need to do their job and can easily share documents with their team.

TSC can also customize the service as needed. “The really terrific thing is that it’s user driven, so we can back up any time of the day or night,” Rodriguez-Christian said. “It works in the background to save files during the day, but it does the majority of the backing up in the middle of the night. We can choose to back up just critical files or everything. And nobody has to remember to do it. It just happens.”

“Unbelievable” return on investment

Four months after TSC began using AT&T Backup and Go, Rodriguez-Christian came to fully appreciate the service. “A terrible storm came through at 2 or 3 a.m. and we lost power,” she said. “Our computers are on an uninterruptible power supply (UPS) system, there was a surge when the power came back on. One of the UPS systems failed, and it fried one of our accounting computers.”

Rodriguez-Christian had an expert look at the computer to see if anything on it could be saved, but everything was gone. “I was so thankful that we had started using AT&T Backup and Go,” she said. “We got a new computer, I called AT&T’s tech center, and within 20 minutes all my data was back. “You just don’t know how glad I was that we did this.”

According to Rodriguez-Christian, rebuilding the data that could have been lost would have been extremely difficult. “It would have taken us a month or two, and I’d have had to bring in additional staffing to try to recreate the files,” she said. “And many of the customers’ files would just have been gone. The damage to our reputation would have been terrible.”

For Rodriguez-Christian it’s impossible to overstate the value her company receives from Backup and Go. “I don’t know how you quantify that,” she said. “It’s priceless. And what’s really incredible is that Backup and Go is such an affordable service. I would pay probably ten times what it costs to know that I have that protection.”

“The return on our investment is unbelievable,” she added. “Every single dollar I spent on Backup and Go has been returned 1,000-fold.”

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Custom solutions, flexibility, responsiveness

Rodriguez-Christian sees her company's interactions with AT&T as just the beginning of a valuable collaboration. "We're looking forward to working with them for help in choosing technology that makes us more productive in the field," she said. "We want to replace some of the manual processes that our foremen and supervisors are using at client sites to estimate the work. We'd like to integrate our paperwork into our customers' platforms, so everything is more efficient."

Change orders currently take a lot of her staff's time to file, initiate, complete, get the requisite signatures and send to accounting. "Right now all of that is done manually," she said. "We were looking at hiring a developer to help us digitize our manual processes, but after meeting with AT&T we learned that they could create exactly what we need. I thought a company like AT&T would have one-size-fits-all offerings; "I had no idea that they could create a custom solution for us."

According to Rodriguez-Christian, AT&T also differentiates itself with the quality of its customer service. "It's frustrating that with so many companies you can't get an issue resolved," she said. "Any time I have ever had an issue with AT&T, I get resolution immediately. For me, that's everything. We only have 24 hours in a day, and AT&T helps me and the staff to maximize our time."



She also appreciates the flexibility that AT&T mobility solutions provide her business. "If our needs change at any time, we can pick up the phone and add phones or change the plan if someone needs more data," she said. "It's always easy to get someone on the phone who can solve our problem."

Rodriguez-Christian mentioned that she's impressed by AT&T's initiatives that support female- and minority-owned companies. "AT&T has a really robust, world-class diversity and inclusion program, and when the time comes for us to make a decision on whom we're going to use as a vendor, it's very important for us that AT&T supports women business owners," she said. "In turn, we make a conscious decision of spending our dollars with companies that support our community."

She praised AT&T's solutions pipeline, saying that she expects to continue to add services as AT&T introduces them. "Their service offerings get better and better," she said. "Every time I learn about something new, if it can work for us, we will use it."