



- BUSINESS AUTOMATION CASE STUDY -

THE CLIENT

- INDUSTRY:** Manufacturing
- REVENUE:** \$15.2 million
- TEAM SIZE:** 27
- LOCATIONS:** Multiple Locations in Midwest

THE SITUATION

- Users were having lots of extra workload and inconsistencies in business processes because of files on locally hosted server by the current I.T. Provider with a more expensive roadmap of hosting storage devices at other sites.
- Users emailed different departments when a Work Order file was updated or the shipment was complete. This process was prone human errors and a lot of resource dependencies.
- The current I.T. Provider only focused on reactive tasks such as closing trouble tickets.

THE CLIENTS WORDS

“

We started working with Vike Services after a recommendation from a friend and couldn't be any happier!

We finally know how IT setup and automation can make processes simpler, faster and more productive for our employees.

We highly recommended them!



HOW DID WE HELP?

The poor team at the client business had been battling with obsolete processes, so had no idea about a possibility of automation and collaboration using the technology that they were paying for.

Over a 1 month period, we helped them transition to a secure, cloud-based platform. We helped **AUTOMATE** the Work Order process and rebuild their faith in using Technology.

- We migrated them into Microsoft's amazing Cloud Platform leveraging the best of Power BI, Power Apps, Azure and Microsoft 365
- We set their team up to be able to work securely from anywhere in the world, freeing them up from having to work only in their office
- We helped them sleep better at night by implementing an Automation that sent Alerts to different departments based on our newly configured workflow.
- We implemented the next-gen Cybersecurity Endpoint Protection to help them avoid any future Ransomware or Cybersecurity incidents

And, we did it all for a smaller investment than their old I.T. Provider was trying to make them pay!



CALL US ON (248) 202-7794 TO FIND OUT HOW WE CAN HELP YOU!

Our team would LOVE to help you with your I.T. Give me a call at (248) 202-7794 and let's have a quick 10-minute non-salesy chat!

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- NEXT-GEN CYBERSECURITY CASE STUDY -

THE CLIENT

INDUSTRY: Manufacturing
REVENUE: \$11.2 million
TEAM SIZE: 12
LOCATIONS: Rochester Hills, Michigan

THE SITUATION

- Multiple users complained about missing Work Orders and related folders from shared drive location.
- 1000+ Production Work Order files were found in the recycle bin of the shared drive and were restored manually.
- Antivirus scan was run on the user's computer and a spyware/malware was found.

THE CLIENTS WORDS

“

Antivirus showed green icon so we kept believing that we are protected, but we were not!

With around the same cost as an Antivirus, the Vike team has now protected us from Ransomware and latest cyber threats.



HOW DID WE HELP?

The poor team at the client business had been using Antivirus software, and had no idea that it would only catch the known viruses and that too not automatically.

Explained the client the difference between an Antivirus and a Deep Learning driven End-point Protection Solution for today's businesses.

- Deployed Sophos Intercept X next generation Endpoint protection on all computers.
- We enabled web filtering/control (very important) to block malicious, dark and bad websites right from the endpoint (computer) level.
- We protected them from Ransomware by enabling CryptoGuard anti-ransomware, which rolls back unauthorized encryptions of files..
- We enabled automatic spyware/malware cleanup on all client devices.

And, we upgraded the cyber security for almost the same cost as they were incurring on the old fashioned Antivirus!



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DIGITAL MARKETING - WEB AND SOCIAL MEDIA

THE CLIENT

INDUSTRY: Human Resources
REVENUE: \$3.13 million
TEAM SIZE: 10
LOCATIONS: Oakland County

THE SITUATION

- Stale marketing process and no customer engagement.
- Digital Marketing and Web outsourced to an vendor who has no time for understanding the company's goals.
- No reporting, forecasting or analytics.
- Old dated social media contents.
- No contents that would engage the clients.
- Website not on the latest responsive platform.
- No blogs or articles to educate the visitors and rank on search engines.

THE CLIENTS WORDS

“

It is week 3 and just wanted to pass on my team's and client's feedback that your magic for revamping our social media engagement is working like charm. Thank you for your endless hours in making several website demos for our new design. Loved all the designs!



HOW DID WE HELP?

The client business director faced challenges with an expensive and slow vendor, along with limited client engagement on social media. However, recognizing the untapped potential for increased sales, I assisted the client in evaluating their processes, identifying areas for improvement, and building a robust web presence.

By establishing KPIs and implementing engaging content strategies, we successfully enhanced their digital marketing efforts and drove client engagement, ultimately leading to increased sales.

- Conducted a thorough evaluation of the client's existing process, identifying areas of improvement and potential bottlenecks.
- Developed and implemented a comprehensive Web and Digital Media strategy, focusing on increasing client engagement and driving sales growth.
- Established key performance indicators (KPIs) to measure the success of the digital marketing efforts, ensuring clear goals and targets for continuous improvement.



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DATA ANALYTICS - HEALTH CARE

THE CLIENT

INDUSTRY: Healthcare
TEAM SIZE: 12
LOCATIONS: Southfield, Michigan

THE SITUATION

- Challenges faced in consolidating data from various sources, making it difficult to gain a unified view of their operations
- Tracking the entire data analysis process is a complex task, leading to potential inefficiencies and delays.
- Without robust tools, the healthcare organization struggling to analyze risks accurately, hindering the ability to proactively predict trends for potential issues.

THE CLIENTS WORDS

“

The solution you have provided is fast and accurate. We are now looking to roll the solution out on a wider scale.



HOW DID WE HELP?

we addressed these challenges by implementing Tableau's powerful analytics platform in the healthcare organization. By leveraging Tableau's capabilities, we were able to unify the disparate data sources, enabling a consolidated view of the organization's operations.

The entire data analysis process was streamlined, allowing for efficient tracking and minimizing potential inefficiencies and delays.

- Implemented Tableau's powerful analytics platform to address the challenge of consolidating data from various sources and gaining a unified view of operations.
- Streamlined the tracking of the entire data analysis process, eliminating complexities and potential inefficiencies.
- Leveraged Tableau's robust tools to accurately analyze risks and proactively predict trends for potential issues.
- Enhanced data integration, analysis accuracy, and trend prediction capabilities, empowering the healthcare organization to make informed decisions and address challenges effectively.



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SALES AND MARKETING AUTOMATION - CRM

THE CLIENT

- INDUSTRY:** Manufacturing
REVENUE: \$5.37 million
TEAM SIZE: 6
LOCATIONS: Auburn Hills, Michigan

THE SITUATION

- Manual sales process and no tracking of lead follow ups.
- Excel spreadsheet based individual tracking by Sales team members making the process inefficient.
- No reporting, forecasting or analytics.
- Orders stuck when a team member is out of office.
- No tracking of web leads.
- Out of sync mass email contact lists.
- Salesforce and Dynamics Partners quoted huge expense for sales automation and CRM.

THE CLIENTS WORDS

“

This is going to make it better for my team as they can now focus on actual Sales and not miss out on follow ups that were lost within spreadsheets on a team member's computer. Love the web and marketing automation to stay in front of our clients always.



HOW DID WE HELP?

The sales manager at the client business had been dealing with legacy processes, and had no control over the sales process, but knew that the company has huge potential for increase in sales. They tried Salesforce and Dynamics Partners but they quoted super high cost which the company couldn't afford.

Helped the client document the existing process and find the fallouts. Built and leveraged a simple CRM with customization for Manufacturing Industry.

- Customized a standard CRM for manufacturing industry settings and rolled out the account for the client business.
- Configured Sales Workflow Rules to trigger after different events such as web enquiry, sample order requests, and lead follow up reminders.
- We automated the marketing process including email newsletters, and social media engagement for the client to eliminate out of sync mass emailing, and trigger drip campaigns to always stay in front of the clients.

And, we created custom Dashboards and Reports for the Manager, Division Sales Managers and Sales Staff.



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