



Background

Continuum Managed Services provides software solutions. The Company offers software as a service platform to monitor, troubleshoot, and maintain desktops, servers, and other endpoints for small- and medium-sized businesses.

Products/Services

Managed Services

Location

Boston, MA

813.876.0414

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www.commcentric.com

Challenge

After acquiring the managed services assets of Zenith Infotech in 2011, Continuum was almost immediately thrust into a defensive communications position. Initially operating as Zenith RMM during a planned six-to-12-month brand transition, the company instead needed to quickly disassociate itself from Zenith Infotech, which had come under fire for defaulting on more than \$80 million in convertible bonds. Many customers viewed the two companies as one, and out of concern for their end-users' stability, began switching to other remote monitoring and management (RMM) providers. Channel editors wrote stories on a daily basis about the issues facing both companies, further linking them in the eyes of their customers.

Solution

CommCentric was asked to help Continuum more strongly develop its brand through the channel media and position the company as financially solid and well positioned to support its customer base. **The agency worked with Continuum's executive leadership team to define and develop key messages and overall communications strategy.**

The account team then set out to brief channel editors on the steps Continuum was taking to not only ensure its customers and their end users remained fully supported, but also detailed the significant investment the company was putting toward its product's research and development, roadmap enhancements, educational offering and more. Continuum's relationship with Summit Partners, the investment firm with over \$15 billion in capital backing the acquisition, was also spotlighted to reinforce Continuum's fiscal power. Channel editors were given updates first daily, moving to weekly and then monthly over the course of the next several months.

Results

This heightend communication cycle and transparency into the company's operations – which did not previously exist under Zenith Infotech leadership – built trust between Continuum's executive team and channel editors. News reports began to shift from a focus on the uncertainty of the situation to deeper coverage of the new Continuum leadership team and the consistency of product enhancements made each month. Editors routinely reached out to company executives for their perspective on industry trends, news and other related topics, not just on Continuum-specific announcements. As a result, **Continuum began to see a dramatic increase in favorable press coverage and customers who had switched to other providers during the crisis began to return.**

A year after the crisis, Continuum was outpacing all competitors in the RMM category in terms of company-specific coverage, netting nearly 30 feature stories and an equal number of references in industry-related stories throughout the U.S and Canada channel media.