Construction Firm Conquers Hurricane Irma in a Day with Datto Networking

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Paulo Souza
PSI Roofing

Looking back on hurricane season, 2017 has been deemed one of the top ten most active in history according The Weather Company. A total of eight hurricanes swept the Atlantic basin from August to September. From those, Florida was hit particularly hard. On the heels of Hurricane Irma, a category 5 tropical storm, the state was predicted to experience some major economic impacts. FXStreet analysts reported Florida's real GDP for 2017 dropped to 2.5% from 3.6% (predicted before the hurricane). Additionally, they have estimated gross losses of nearly 52 billion dollars. A large portion of the economic downturn can be attributed to drops in tourism and damage to citrus crops, but there are other industries that can make up for some of the losses. Specifically, construction.

Klos Consulting has been delivering managed IT services to businesses in the southern coast of Florida for nearly twenty years. Eighty percent of their customers are in the construction industry, with Klos even being a member of the Construction Association of South Florida. During the area's run in with Hurricane Irma, the team at Klos Consulting was able to save one of their construction clients upwards of a quarter of a million dollars in potential missed business.

One of their longstanding clients, PSI Roofing, was ready with   a hurricane preparedness plan in place a week prior to Hurricane Irma. As a company specializing in roofing, they knew to anticipate an uptick in requests following the storm. After the business lost power post-Irma, PSI was able to boot up their systems with a generator the day after the hurricane settled, but they ran into an issue they hadn't anticipated. Their Internet provider was down. Without access to email, the team at PSI would not be able to field incoming work orders resulting from all the destruction caused by Irma.

President of PSI Roofing, Paulo Souza, quickly got in touch with Klos Consulting to see what could be done. Luckily, Datto's Disaster Response Team had traveled to Florida to supply their MSP partners with networking devices for any clients that needed to get back online. Owner of Klos Consulting, Keenan Klos, offered Souza a Datto Networking Appliance (or DNA) complete with a built-in router, WiFi, and 4G LTE failover. Klos was able to set the DNA up for PSI and get them back online in just fifteen minutes.

Souza went on to explain that PSI's business hub is in Houston, Texas. Once the team in Florida was back online, they saw an influx of requests come in from their colleagues managing work orders in Houston. On a normal day, the team at PSI sees around ten work orders. In the two days following Hurricane Irma, they received 200 work orders.

"Being able to operate the day after the storm was crucial for our business. We were able to capture business opportunities in a way that many of our competitors couldn't because they lacked an Internet connection. Without Internet, we calculated that we would have lost $250,000 in business," explained Souza.

Souza went on to explain that they used the DNA for the full week following Irma. After turning it off and reverting back to their usual provider, they noticed the Internet connection was still patchy. As it turns out, instances of downtime for a few hours at a time were to be expected during the repair period. Rather than working through the patches of downtime, they simply switched the DNA back on for a consistent Internet signal.

Thanks to the support from Klos Consulting and Datto's DNA, PSI wasn't only able to capture more business, but they were able to help a number of their clients open their doors again.

About Datto

Datto protects essential business data for tens of thousands of the world's fastest growing companies. Our Total Data Protection platform delivers uninterrupted access to data on site, in transit and in the cloud. Through Datto's network of partners, we provide companies with products and services designed to continually keep business running. Businesses rely on Datto for industry leading technology combined with unrivaled customer service. Datto is headquartered in Norwalk, Connecticut, and has offices in Rochester, Boston, Toronto, London, Singapore, and Sydney. Learn more at www.datto.com.

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