

Customer

The Body Shop @

Challenge

Support the company's mission to revolutionize the collision repair industry.

Solution

Verio PC Data Backup

Collision Repair Shop Protects Both Its Cars and Data

John Sweigart, principal of The Body Shop @ leads his team to focus on building a better business model for collision repair. While the demand for collision repair is high, the administrative resources to manage operations can lead to high expenses for the company.

“With the growth of insurer referral programs and technology advances in automobiles causing more totals, the truth is that the average price of collision repair is going down,” said Sweigart. “However at the same time, with new equipment requirements and greater administrative burden being shifted to repairers, our cost of operating shops is increasing.”

With that in mind, The Body Shop @'s strategy is to deliver high-quality repairs with incredible speed, at a low price, and consequently improve profitability. The company manages a unique process for operating collision repair centers, delivering world-class workmanship, great customer service and timely repairs completed in about half the time as collision work in traditional body shops, and at a competitive price. The company also utilizes innovative software systems that regularly provide repair estimates to insurers, helping to resolve claims thoroughly and quickly.

The Challenge.

With this business model, The Body Shop @'s operational data and customer records are critical. The company quickly saw the importance of securing and storing its data including customer work estimates, customer information and financials. But to do this internally required two employees at each of the company's many locations to back up data everyday.

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— John Sweigart,
principal,
The Body Shop @

“We backed up data onto flash drives that went home every night with the managers, but that was just not practical,” said Sweigart.

The Body Shop @ was also susceptible to spending massive amounts of time restoring data that was lost through system failures. For example, a prior vendor had been through a data loss after a nearby lightning strike. At the time of the incident, nearly 7,000 repairs were in the company’s database. “We went through hundreds of man hours manually recreating every single customer file,” said Sweigart.

This time-intensive process ate up resources that the company could have been using for its core business. The Body Shop @ needed a partner with the same corporate philosophies of increasing productivity to increase the bottom line.

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The Solution.

Verio’s corporate strategy is to deliver customizable solutions that fit each customer’s unique needs and budget with guaranteed reliability, robust performance and ease of use. Its PC Data Backup solution offers businesses a cost-effective, easy-to-use method for protecting critical data to a secure, offsite facility. The Body Shop @ had found a match.

Verio’s PC Data Backup solution safeguards data stored on PCs by automatically backing up files to a secure offsite facility, and providing customers the ability to easily restore files should any type of data loss occur, such as hard drive failure, data corruption, virus or accidental deletion. An Internet-based tool with point-and-click interfaces allows users to backup one or more PCs and watch backups as they occur.

Rather than relying on CDs, zip drives or floppy disks, the solution automatically backs up a company’s PCs to an Iron Mountain™ Data Center through a secure Internet connection. The information is encrypted right at the PC, and remains that way both in transit and in storage.

The Body Shop @ realized that using Verio’s solution was a more cost-effective way to backup its critical data than managing the process in-house. Sweigart had also looked at other vendor backup solutions, but found that Verio’s solution enabled his team to quickly and easily backup and retrieve data from multiple drives, while at the same time giving them more control of their files. “A professional data backup service that provides the ability to backup data from multiple drives and easily select or delete files is a much more viable method for us,” said Sweigart.

With Verio’s solution, when the time comes that files are needed, stored files are easily accessed from the PC where they originated. If that PC is unavailable for any reason, files can be retrieved to any computer with Windows, Internet Explorer and an Internet connection. Individual files are instantly accessible, and complete bottom-to-top computer data restorations are achieved in as little as an hour.

The Importance of Data Backup.

Companies like The Body Shop @ lead by example by making data protection and backup services a top priority on an ongoing basis. A recent survey from Verio of small businesses and home office users found that 45 percent of them do not have a data recovery plan in place, leaving their businesses susceptible to the high costs associated with data recovery. Additionally, 70 percent of respondents said a single incidence of data loss would be significant and costly for their businesses.



About The Body Shop @ Based just outside Pittsburgh, Penn., (www.thebodyshop-at.com) sets the standard in the collision repair industry for speed, quality, customer service and attention to detail. The company’s mission is to revolutionize the collision repair industry. Through its Star-Link Certified Collision Repair System, The Body Shop @ ensures customers receive: Speed to Completion; Total Quality Management; Attention to Detail; and Responsiveness to customer needs.