



EFFORTLESS

SILVERSTONE MORTGAGE

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SILVERSTONE MORTGAGE - COMPANY PROFILE

The busy headquarters of Silverstone Mortgage sits on the Fox River in Appleton, Wisconsin. Recently acquired by Finance of America, the company's Effortless Desktop™ users have grown from 15 to over 25. Silverstone's use of the Effortless Office solution — Effortless Desktop™ and Effortless Defense™ — is used by managers, mortgage brokers, and administrative staff who all need computing resources. They have 3 servers hosted in Effortless' datacenters in the Las Vegas SUPERNAP facilities, which are the most cost-efficient, mission critical, high-availability datacenters on the planet - All which are hosted in the Effortless ClearSky™ Environment. The mortgage company has two successful locations, the other located in Oshkosh, Wisconsin.

AT A GLANCE

PROBLEM:

Making changes across multiple locations with varied staff members was frustrating to senior management. The infrastructure was failing to cope with expansion of the business and lack of advanced security, reliable disaster recovery, and data backup – all while they were faced with inadequate speed and efficiency of IT Infrastructure. PCI and other compliance needs had to be strongly considered in all solutions.

SOLUTION:

A centralized PCI compliant cloud-based desktop that virtualized the servers, applications, and each user's desktop. Advanced security with Effortless Defense™. Secure sending and receiving of emails with Effortless Encrypt™. Remotely managed Effortless Wi-Fi™ in all locations.

PROJECT DURATION:

Two weeks for the ClearSky™ Environment migration into the Effortless Suite™ of Cloud Solutions.

WHAT PEOPLE ARE SAYING.

Silverstone helped my wife and I purchase our first house. They walked us through the process, and saved us a months rent in our old apartment. I couldn't be more thankful.

- Paul Schroeder, First Time Home Buyer

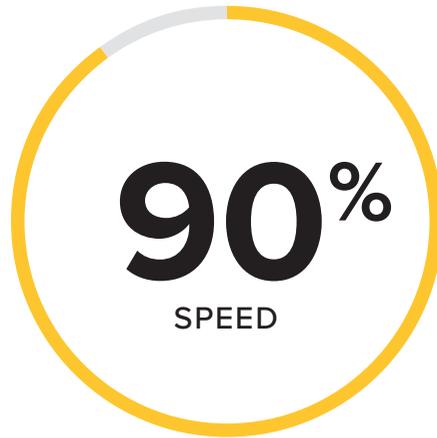
The Biggest Problems Before Effortless

- Access to qualified IT support for multiple locations
- Unreliable disaster recovery and backup plans
- Inadequate speed and efficiency of global changes to infrastructure
- Need for advanced security and protection of sensitive client data

THE COSTS INVOLVED.

The cost before and after using Effortless has decreased significantly. According to Branch Manager Kyle Hauke, saving money month-to-month on tech costs was an added benefit of the company's use of Effortless. "Making the Effortless switch saved us about 20%, and that was something we couldn't have factored in, because we didn't realize how much of the staff's labor cost was going to IT. That, plus my time that was spent dealing with all the issues. Really, all our goals were met at once." said Mr. Hauke.

THE NUMBERS



AS REPORTED BY SILVERSTONE MORTGAGE

15% INCREASE IN PRODUCTIVITY

Being able to log in to the company's applications from any location or device allows managers and staff to spend more time working with clients. That, and everything is applied to all the company's users globally, not one at a time.

90% INCREASE IN SPEED ADDS/MOVES/CHANGES

The speed of adding and removing employees to the system is important to Silverstone. Mr. Hauke said "The speed of Effortless is incredible. For example, it now only takes 45 minutes to bring on a new staff member with their Effortless Desktop™. And while we have very little turnover, for the few situations we have had – just a quick call and the crew at Effortless has the account on lock down."

100% INCREASE IN COORDINATION

The switch to Effortless means that now all users are on the same software and operating system versions. Before Effortless, Silverstone had a few different versions of OS and software running on various work stations. With the Effortless Desktop™ solution, they now have more than 20 users, in multiple locations, all in synch. In addition, licensing and patching of the company's software is now seamless.

CUSTOMER SATISFACTION

Silverstone Mortgage is consistently the highest ranked mortgage company in their area and industry in online reviews, including over 55 five star reviews on Zillow and glowing reviews on social media. “The customer satisfaction is increased significantly for us, because now I can focus on mortgages, not IT” said Mr. Hauke. “Even though we have a pretty significant need for our technology, Silverstone’s know-how is not IT. Where we shine is in making sure each borrower understands all of their available options and feels comfortable before making any decisions. With Effortless, we do not spend time outside of our area of expertise. This allows us to create a “5 Star” experience with our customers every time.”

INCREASE IN STAFF ACCOUNTABILITY.

Staff now have an all-in-one resource, which builds accountability, expedites communication, and helps to ensure uninterrupted work flow. Kyle Hauke said, “Before Effortless I was drained by staff not being able to access what they needed. It was difficult to get things done! Now my staff and I don’t have to carry around drives, laptops, etc. From one office to the next, or on the go, we have access to everything we need and the support team to back us up. Even moving desks is as simple as getting up and moving.”

In recent staff surveys at Silverstone, it was found that staff attributed their Effortless Desktops™ to an increase in their job satisfaction and it was also reported that staff feel the tools that Effortless provides allows them to complete projects faster.

POINT-OF-SALE IN THE CLOUD!

Another differentiator that made the Effortless solution so appealing for Block16 is the ability to virtualize the POS system. Effortless now manages several POS systems, including Block16's Infogenesis® POS allowing the system and all the data to be accessed within the Effortless Desktops™ and maintained by the expert Effortless crew. This includes the credit card processing and truly provides unlimited mobility to the operations

BLOCK16'S EFFORTLESS SOLUTION



STORAGE

Effortless Desktops™ provide Silverstone Mortgage vast amounts of secure, SSAE16-compliant storage, with additional always available; therefore, as the company scales up, so does its capacity for state-of-the art storage.



DISASTER RECOVERY & BACKUP

Effortless provides disaster recovery and backup at a highly effective rate.



SPEED AND EFFICIENCY

Effortless Desktops™ provide this busy multi-location, small business instant access to the applications they need. The solutions provided by Effortless Office increase the accountability of the staff and the collaborative ability of Silverstone.



ADVANCED SECURITY

Silverstone makes use of Effortless Defense™ which provides zero-day vulnerability and advanced protection which goes vastly beyond normal firewall, spam, and antivirus capabilities and makes use of sandbox-based detection techniques, and behavioral engine with machine learning. These additional security measures fulfill the goals the restaurant group has for defense against cyber-threats and protection of customer's valuable personal data.

