



CASE STUDY

Proactive IT Solutions for Eliminating Operational Bottlenecks

Diversified Utility Group partnered with Katalyst to simplify their IT environment, eliminate IT bottlenecks, and keep their business running smoothly as they grow.

CLIENT

Diversified Utility Group

WORKING TOGETHER

With Katalyst since May 2024

KATALYST'S ROLE

- IT Infrastructure Management
- Proactive Support and Troubleshooting
- Documentation and Compliance Assistance

DUG: Connecting Communities with Quality Fiber Networks

Diversified Utility Group (DUG) is a telecommunications construction and utilities company specializing in fiber installation and splicing services throughout North and South Carolina. Committed to excellence, DUG ensures that every project is carried out with precision and top-notch workmanship. They aim to become an industry leader, setting the standard for fiber network installation and connectivity.



Customer Goal

Deliver high-quality, reliable connectivity solutions with unmatched workmanship and service.

Executive Summary

Diversified Utility Group (DUG), a telecommunications construction company, relies heavily on technology to connect communities across North and South Carolina with fiber-optic networks. Without an in-house IT team, DUG faced frequent tech disruptions, vendor issues, and unmanageable downtime, impacting their ability to operate efficiently.

DUG has built a reputation for delivering reliable fiber-optic services, but they needed a more unified, efficient IT environment to continue growing and supporting their network. Katalyst stepped in to consolidate DUG's cobbled IT infrastructure, providing them with a level of proactive service that allowed DUG to stop thinking about IT and focus entirely on their business.

Katalyst's Role

- IT Infrastructure Management:** Provided end-to-end management of DUG's IT environment, including network optimization and vendor consolidation.
- Proactive Support and Troubleshooting:** Ensured minimal downtime with responsive support and strategic, proactive solutions for DUG's technical needs.
- Documentation and Compliance Assistance:** Developed comprehensive IT documentation and supported cyber liability insurance renewals to maintain compliance and operational stability.

The Problem: Cobbled IT Systems and an Unresponsive Vendor

With no internal IT team and expansive telecommunications infrastructure to support across North and South Carolina, Diversified Utility Group (DUG) needed a dependable and efficient IT solution. They had been relying on a local IT vendor, but frequent issues like delayed response times and fragmented services led to inefficiencies.

“We had a new hire director, and it took over 2 weeks just to get their account set up,” says Kelly Robinson, VP at DUG. The lack of accountability and responsiveness became increasingly problematic, causing all manner of operational delays and frustrations like this.

Their reliance on multiple Internet Service Providers (ISPs) and a patchwork of incompatible technologies began to create further bottlenecks. The absence of unified IT management made it difficult for DUG to maintain a stable, efficient network environment. DUG knew they needed a comprehensive and proactive solution to streamline their IT operations, improve connectivity, and consolidate vendors for a single, efficient system.

Finding a Better Alternative

Thankfully, they were introduced to Katalyst through a trusted contact who knew DUG was struggling with their IT management, and suggested they explore managed services. During this time, Katalyst’s CEO Luke Johnson made a visit to their office, demonstrating a hands-on, personal approach that DUG had not experienced with other vendors.

Initially, DUG was cautious about investing time and money into a new partnership, fearing it would result in the same frustrations they faced previously. However, Katalyst’s guarantee of satisfaction, coupled with their responsiveness and range of services alleviated these concerns.

“We could see these guys were gonna do what we needed them to do. They understood our needs,” says Ruth Andrisani, Accounts Payable Clerk at DUG. The team realized that working with Katalyst could eliminate a lot of wasted time.

“After their first visit out here, they reached out and offered to answer questions — even if we decided to go with someone else!”

The Process of Partnering with Katalyst

It became clear immediately that we'd made the right decision. Within hours," says Robinson. Once DUG connected Katalyst to their prior IT vendor, Katalyst worked with them for a seamless transition. "Katalyst handled everything for us," says Robinson

The partnership was a straightforward process from the start. Katalyst began with a thorough discovery phase, taking inventory of DUG's existing technology and identifying areas for optimization. This included guiding them step-by-step, advising on which technologies to adopt and which outdated solutions to phase out. "Katalyst never tried to make us buy things that we didn't need," Robinson remarked.

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“They explained what they'd provide, what they were going to do, and how they were going to do it. Then they met all their timelines, and there were no additional fees or costs. It literally went exactly as planned.”

– **Kelly Robinson, Vice President, DUG**

The personal touch from Katalyst's account manager, who visited twice during the implementation, and the CEO's visit built a level of trust and reassurance that they hadn't experienced before. The customer-focused approach not only exceeded their expectations but also instilled confidence among DUG's leadership that they had found a reliable long-term partner.

The Outcome: Proactive, Hands-On Tech Support

Since partnering with Katalyst, DUG has seen a remarkable transformation in their IT operations. Katalyst streamlined their network, consolidated vendors, and optimized their tools, resulting in faster response times, reduced downtime, and better connectivity.

DUG now has a single, proactive partner managing their entire IT environment. This has allowed them to focus on expanding their business without worrying about IT disruptions or inefficiencies.

Additionally, Katalyst went beyond the basics, building comprehensive documentation for DUG's network, IT assets, and processes, and providing ongoing support for their cybersecurity and compliance needs, such as helping DUG renew their cyber liability insurance and secure their IT infrastructure.



“I haven’t seen customer service like this in at least a decade. Maybe two.”

– **Kelly Robinson, Vice President, DUG**

The level of personal service has left a lasting impression on DUG’s leadership. With Katalyst’s support, DUG is now positioned for sustainable growth and operational success, confident that their IT is in expert hands.

DUG Today: What's Changed?

"We're getting better service at a more economical price. Especially when you factor in hours lost before Katalyst," says Robinson. "New employees can start working right away now. They get their accounts set up the same day. Beforehand it was 3-4 days at best."

DUG now has a smooth, consolidated IT setup. With all of their day-to-day IT needs handled by Katalyst, they can keep their focus on growing their business without getting bogged down by tech issues.

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"We don't have to worry about IT anymore. If we have problems, we know they'll be right there to help."

– **Kelly Robinson, Vice President, DUG**

Katalyst's proactive support means DUG experiences hardly any downtime, and if a problem comes up, it's quickly fixed. DUG's team loves the straightforward, reliable service Katalyst delivers: they don't have to think about their IT anymore, and that's exactly how they like it.

"It's really easy to send them a message and get a response in less than 15 minutes," says Robinson. "And they jump on it."



Advice from Diversified Utility Group

"If you're a small to medium business, Katalyst is definitely worth looking at. I'd give them 5 stars." says Robinson. "The recommendations they've made have been unbelievably economical for a business like ours... They meet today's IT needs, but with that high quality customer service you saw back in the 90s and before."

Andersani summarizes: "We're very impressed."



Kelly Robinson

*Vice President
DUG*



Ruth Andrisani

*Accounts Payable Clerk
DUG*



Luke Johnson

*Chief Executive Officer
Katalyst*

Trying to make your IT less of a headache?

Schedule a call with the Katalyst team today and make your tech frustrations a thing of the past.