

Case Study: Jenaly Technology Group

CASE STUDY

The Problem

While Jenaly Technology Group has a great reputation and growing business, MJ Shoer saw an opportunity for improvement.

He knew the company, based in Portsmouth, N.H., does great work providing quality managed services in a secure environment for its clients—but how could he communicate that to them in a way that didn't seem contrived?

The Solution

MJ became a vocal supporter and early adopter of the CompTIA Security Trustmark™ so he and his employees would be able to use it in client conversations as the ideal market differentiator. There was no “Good Housekeeping Seal of Approval” for the industry, and he said he saw the CompTIA Security Trustmark as a way to fill that gap.

“Having that company-level certification is key because there is no barrier to entry in our industry,” MJ said. “Anyone can hang out a shingle and say they are an outsourced IT provider, and there is nothing for the end consumer to look at and say ‘Does this company really walk the talk on the level of services and quality as it relates to security best practices?’”

MJ likened the CompTIA Security Trustmark to a CompTIA certification—employers know when they hire a CompTIA A+® technician that their new employee has met the industry standards to perform basic computer repair and software installation tasks. The CompTIA Security Trustmark proves that a company has met the baseline standard for security business capabilities and processes that have been agreed upon by the IT industry and accredited by a vendor-neutral organization.

Jenaly Technology took a step back and turned a critical eye to their business practices. They worked to ensure they had the proper documentation for their business processes. Background checks for all employees were updated and reflected in their personnel files. The disaster recovery plan was revisited. All in all, MJ said he and his team spent about 30 hours completing the work necessary to earn the CompTIA Security Trustmark.



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The Results

“Practically speaking, it was good from the standpoint that it made us stop and look at everything that we are doing and make sure we are doing it well and doing it right,” MJ said. “And that is a good thing to do every now and then. It’s easy to get caught up in the moment and know you want to do the right thing, but maybe not have the processes well-documented or communicate them well.”

MJ said it was actually a pleasant surprise how far ahead of the curve Jenaly was with its processes. He felt validated to find that their processes were further ahead than he was giving them credit for.

As part of their own procedures, MJ and his team have scheduled annual or semi-annual re-evaluation times for various processes, including disaster recovery. Minutes from staff meetings are published and there has been much improvement in documenting processes. They are striving for consistency, so that no matter who is available, the client gets the same level of service because all the information for their account is properly documented.

“We will also revisit background checks on staff frequently,” he said. “We have a pretty thorough non-disclosure agreement with our clients. If we have access to everything they have, then we darn well better keep it safe.”

MJ has begun using the CompTIA Security Trustmark when talking with clients to add another level of credibility to the company. He said earning the designation is just a “no-brainer” for any IT Service Provider. It’s a strong differentiator that Jenaly will be able to use to their advantage in the marketplace.

“It was a smart thing to do,” he said. “We are able to tell our clients that these are things that we keep doing on your behalf to assure you that you are getting the best value for your money and getting high quality services. We can say ‘Here is the independent validation of that—it’s not just what we love to tell you when we talk.’”