

*“When you hire a tech company to address a network problem, they sell you what they know. But when you can bring in a company like CTG, who analyzes what is actually causing the problems and can then provide a specific solution, well, you have something the others don’t provide. CTG was able to point right to the exact path that was causing the performance issues, and the exact pieces of hardware to blame...that proved invaluable”*

-Russ Hill, President, Ultimate Lead



**CORPORATE  
TECHNOLOGIES  
GROUP**

## ULTIMATELEAD

### About Ultimate Lead:

**Headquarters:** Berea, Ohio

**Industry:** A CRM and Sales Lead Management Company that helps companies win more sales and more effectively serve their customers.

**Website:** <http://ultimatelead.com>

### Challenge:

Inconsistent and unexplainable performance issues on critical applications across their network.

### The CTG Advantage

#### Unbeatable Experience

CTG has been in business for over 12 years, having 100 years of experience collectively between the employees

#### Diversified Portfolio

We offer a complete portfolio of products and services including both WAN and LAN solutions and Application/System Solutions

#### Superior Customer Support Group

Our friendly Customer Support Group can be directly accessed by clients coupled with our high employee retention rate are both crucial reasons why our service is award winning.

### Network Monitoring Tool Provides Immediate Solution

Ultimate Lead, a CRM SaaS provider and sales lead management company based in Berea, Ohio, just outside of Cleveland, faced several key problems before calling on CTG for help:

1. Inconsistent performance and speeds across their network at different times of the day.
2. Duplicate records in production servers in remote locations.
3. Unexplainable difficulty connecting to their remote mail server.

To sum it up from company President, Russ Hill: “Inconsistent and basic instability across the board.” While many company’s gut reaction to network performance issues is to purchase more bandwidth, Ultimate Leads turned to CTG for guidance on what steps needed to be done to optimize their network and correct these issues that were impacting their productivity.

Deploying an M22 network monitoring tool from CTG was the first step in determining the root cause. After pinpointing when performance was outside acceptable limits, CTG was able to analyze the information from the M22, and provide Ultimate Leads with reports and screenshots with their findings.

The result yielded a possible cause to their performance problems, and it had nothing to do with increasing bandwidth, or buying a bigger pipe. Two cable boxes, initially designed for fail over, ended up confusing the network and creating the performance problems.

CTG provided Ultimate Leads with a recommended course of action to address the faults. They assisted Ultimate Lead’s IT team in reconfiguring their network, reducing the two redundant cable modems to one that had the capabilities for twice the speed of the original modem. A few more tweaks to the existing cabling of the network, and “it’s been smooth sailing ever since,” according to Hill.

A major benefit that Ultimate Leads experienced working with CTG was the fact that CTG didn’t just supply data from the network monitoring tool, leaving Ultimate Leads to interpret the results. CTG took the extra step in not only providing the reports, but explaining the results and making recommendations based on the data.

“Becoming a master of a technical piece of software is a very difficult thing to do,” continued Hill, “so having someone with the technical expertise working on it with us was beneficial... Being able to make recommendations to correct the problems was extremely helpful.”



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