



# Lending a Helping Hand

## Computer Elite Reaches Out to Community and Screenconnect

### COMPUTER ELITE

#### Customer

- Computer Elite
- Headquartered in Oro-Medonte, Ontario
- Computer sales and repair, web hosting, networking, video surveillance, training

#### Challenge

- Green noticed incompatibilities between ScreenConnect and Norton Antivirus

#### Goals

- Provide a better remote support solution for customers
- Find a way to ensure compatibility between Norton and ScreenConnect

#### Results

- With Green's help, Norton and ScreenConnect can now coexist

### Introduction

What happens when a computer repair and service company develops a growth plan centered on providing quality services, treating each customer like family, integrating the business into the community, and actively promoting its religious faith? For Joe Green and the team at Computer Elite, it is not just a plan. It is the way they run a successful business every day.

The overriding principle at Computer Elite is to develop a relationship with their customers, providing a place where customers can come and ask questions or purchase equipment from a team that values long term business over the potential for a quick sale. Offering a full suite of services, Computer Elite goes the extra mile to ensure customers are satisfied with the end result and that they will remember the experience as they need additional hardware, software, or services.

### A Neighborhood Operation

With nearly ten years in the computer repair and service industry, Computer Elite has developed a small but powerful team of support technicians. Competing in a highly competitive industry dominated by huge box stores, online service providers, and small shops that often fall short of exceeding the customer's expectations, Computer Elite has carved a niche for itself by providing excellent and friendly customer service. Straight from their website the mantra is "Quality you can trust," which is a top-down mentality from the owners to the rest of the team. Joe Green, the owner of Computer Elite, explains that although box stores are useful when purchasing equipment that rarely needs ongoing support, like TVs, computers are different. They house family pictures, email, personal information, banking records, passwords, and other important information.

The past few decades have seen a rise in large box stores and service providers like Walmart, Staples, BestBuy, and RescueCom that market the same type of equipment, software, and services of the small stores via huge advertising budgets and strategic partnerships with OEMs. So how are the nearly 40,000+ small computer repair businesses globally competing? According to Green, it is all about the relationships. Green believes that the small computer repair and service companies will start to flourish in the new economy as customers realize the benefit of purchasing quality equipment from a person or company they can trust. "We want to talk to our customers and learn more about them as a person, their goals, their needs, and help them make the right decision for them. Too often these big stores are pushing whatever product their management team wants to push that week as opposed to what the customer actually needs."

“A computer store should become a part of the local community. By immersing the company in the community, the company is forming the relationships that will allow it to grow.”

– Joe Green  
President & CEO - Computer Elite

Green expands on this idea by explaining his vision going forward. “A computer store should become a part of the local community. By immersing the company in the community, the company is forming the relationships that will allow it to grow.” He hopes that people will think of the computer store like they do the local pharmacy or coffee shop so that when someone asks for a recommendation they can say, “Yeah, I know a guy, and he is really good and will treat you fairly.” Can this model work? Through this exact model Computer Elite has grown to more than 4500 customers in their community and are in the process of planning three more locations in other local communities.

## Who is Computer Elite?

A small but powerful operation, Computer Elite provides complete solutions including website design, hosting, networking, computer training, service and repair, and video surveillance. They also actively sell software and other products from the store or over their website. With six technicians and additional staff, Computer Elite is well positioned to provide 1:1 support and interaction with customers. Their services are split fairly evenly between consumer and commercial customers which gives them a unique perspective of gauging customer needs with the correct solutions.

Green can tell several stories of customers walking in, thinking their computers were broken beyond repair. Instead of just selling them new computers, Green and his staff took the time to analyze the problem and offer a better solution. “One customer came in with a decent box, and he explained that he thought it was probably time to trade it in because it had stopped working. After talking with him a bit more, the gentlemen had just bought a new transmission for his car and really didn’t want to spend the money on a new computer, but he needed access to certain programs for his job. So we took his box, fixed the problems, updated a few things, and got him back up and running for a fraction of what he would have spent on a new comparable computer. We didn’t see it as losing revenue but just as delaying it a bit; hopefully now when he does need a new computer he will come back here.” It is that sort of attitude and attention to detail that has helped Computer Elite grow these last few years.

Green explains, “Our claim to fame is that we are a Christian organization. The Bible talks about putting yourself second by putting the needs of others ahead of your own.” Green has demonstrated his capacity as a leader in the community by arranging Christian Sports activities such as hockey, softball, paintball, and RC racing. “The RC racing is fun. It’s done just outside of our office. The races attract a lot of attention of the passers-by.”

## Lending a Helping Hand

Computer Elite was in the market for a new remote support and remote access solution. The company was currently using CrossLoop and had also looked at other tools, including TeamViewer. After evaluating the different products, Green chose ScreenConnect. “We wanted a solution that we could brand, had a simple interface, and wasn’t incredibly expensive. So we chose ScreenConnect. The product did everything we needed it to do and it wasn’t overly complex,” Green explains.

Shortly after purchasing, Green noted several issues with customers running Norton Antivirus and blocking the ScreenConnect guest client from running. Norton was flagging the file as potentially harmful and would then remove it from the system. There was no available option for users to override the software, which created a compatibility issue between the two products. Green noted the problem and contacted the ScreenConnect team. The ScreenConnect team acknowledged they were aware of the problem and were trying to contact Symantec, but they were having trouble getting to the right people. Since Computer Elite also sells Norton, Green utilized his own resources and his own time to contact Norton. He opened a dialogue with development, acting as a go-between for the two companies by asking questions and requesting file samples. A few weeks later, Norton released their latest update, which now includes an override option to allow ScreenConnect and other software solutions to download and run with the user’s permission. “Our entire customer base is amazing, but Joe Green really went above and beyond to help us resolve the conflict with Norton,” stated Jeff Bishop, Business Development Manager at ScreenConnect. “Not only was Joe able to open up lines of communication, he sent Norton the files for testing and continued to follow up until a resolution was found. Not many people would have done what Joe did and we

“Our entire customer base is amazing, but Joe Green really went above and beyond to help us resolve the conflict with Norton.”

– Jeff Bishop  
Business Development Manager for  
Elsinore Technologies

are extremely thankful.”

## Summary

Thanks to Joe Green at Computer Elite, the ScreenConnect remote support software and Norton antivirus software can now coexist. His efforts to help the ScreenConnect team resolve an issue were unexpected but much appreciated. Computer Elite has built a thriving business through a community focus and a strong infrastructure of faith and teamwork. If a company is a reflection of the people behind it, then Computer Elite would be an outstanding partner to work with going forward for anyone consumer or business.

## Elsinore Technologies

Elsinore Technologies has been an industry leader in on-premises software applications since 1995. The primary product line is IssueNet, an enterprise-level issue management software commonly used to manage software bug and defect reporting, helpdesk ticketing, ITIL, or other issue management needs in manufacturing, product management, and more. Elsinore's second product is ScreenConnect, a self-hosted remote support solution, designed to provide customers with a scalable remote support solution at an affordable price.

## About ScreenConnect

ScreenConnect is a self-hosted remote support application that allows users to control the desktop of their customer's Windows, Mac, or Linux computer. Since the program is self-hosted, there are no monthly licensing or support fees. Licensing is concurrent; licenses are linked to the number of active sessions, not the number of support representatives.



**SCREENCONNECT**  
REMOTE SUPPORT SOFTWARE