

## Case Study: How Istonish's 24x7x365 Service Desk Has Helped Expand Entrepreneurship in Colorado

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## Executive Summary

[Istonish](#) has partnered with [The Commons on Champa](#), Denver's Hub for Entrepreneurship, to provide hands-on troubleshooting for their IT infrastructure, high-speed Internet connectivity, and audio/visual equipment.

Leveraging Istonish's [24x7x365 service desk](#) ensures that members of The Commons on Champa community can connect to quick and reliable Wi-Fi and are able to utilize the advanced technologies available throughout The Commons.

In addition, Istonish acts as an informed intermediary between technology service providers and the organization.

## Challenge

Once only known for its agriculture, mining, manufacturing and outdoor industry, Colorado has become a hot bed for entrepreneurship. According to the 2016 Built in Colorado Startup [Report](#), startups in the state raised more than \$780 million for 129 new companies in 2016, which is an increase of nearly \$100 million the year prior. However, though the economy is ripe for starting a business, the playing field is far from level. Getting access to valuable information, critical resources (much less funding) is a serious challenge in underserved communities. In fact, the biggest impediment is the lack of reliable, affordable access to high-speed Internet service. The results of this are reduced access to key resources and education, low awareness, lack of access to capital and funding and a general absence of diversity in the entrepreneurial community. The Commons on Champa sought to change this by partnering with a technology partner who could provide technical support, and serve as a liaison between The Commons and other technology providers.

## The History

The Commons on Champa was founded to support startups across all industries and to expand access to entrepreneurship, ensuring Denver remains one of the best cities in the country to start and grow a business. Its mission is to break down the misconception that entrepreneurship is reserved for a select few. It provides a gathering place for the city's diverse community of business builders and innovators to learn.

The Commons on Champa which was started with the mission to democratize entrepreneurship provides high speed internet access to all visitors **free of charge**. The Commons on Champa is a unique public/private partnership between the City & County of Denver, Downtown Denver Partnership, and Colorado Technology Association. Over 30,000 people have accessed the free programs, resources, and events at the facility since it opened in May 2015.

## Solution

Istonish ensures that internet connectivity issues are quickly resolved and that The Commons staff have the support they need to troubleshoot technology issues. Istonish has demonstrated a sustained effort to make sure the infrastructure at The Commons is always working and responds to all connectivity issues with unusually quick response times. One highlight of the service Istonish has been able to provide is the ability to act as an intermediary between technology vendors.



“Istonish is able to speak the technology language and find a solution in collaboration with other vendors”

-Jesse Shuler, Commons Assistant Manager

The Commons Assistant Manager describes Istonish as always able to come up with innovative solutions, “Istonish provides out-of-the-box solutions and takes a huge weight of my shoulders, they see the big picture and provide a solution to a problem that I may not have been able to identify.”

## Results

The results of having a reliable IT partner are seen in the success The Commons has had in its first two years. The Commons has been able to successfully provide free technology resources and programming to entrepreneurs and relied on Istonish when they were faced with technology challenges. One challenge was finding a way to successfully link the Oblong Mezzanine, their state-of-the-art, 3D, visual collaboration platform (think Minority Report!), to other Mezzanine systems around the U.S.

“It was a complicated problem and through the support of Istonish – we were able to bring the various vendors together and find a solution to connect Oblongs through a virtual private network.”

-Jesse Shuler, Commons Assistant Manager



Ensuring that these types of cutting edge technologies are accessible does a lot to promote diversity and inclusion. The Commons was also recently awarded with [the Kauffman inclusion challenge grant](#) and was then able to launch a new program titled Co-Starters that boasts a 50% women and minority enrollment. The Commons relies on technology heavily and Istonish is proud to act as a go-to support network and maintain The Commons technology as they work to impact the community.

## About

### The Commons on Champa

The Commons on Champa is a first-of-its-kind public, private and nonprofit partnership that is a catalyst for economic development in Denver. It is built on three key elements – space, programming and community – to accelerate Downtown Denver’s culture of innovation and entrepreneurship. As a unique gathering place for Denver’s diverse community of business builders and innovators, The Commons expands access for entrepreneurs in all industries through high quality programming, advanced technology, networking and other resources. The Commons was founded by the Downtown Denver Partnership, Colorado Technology Association and the City of County of Denver and with the support of 39 organizations who contributed time, resources and financial contributions. The Commons is managed and operated by the Downtown Denver Partnership.

### Istonish

Istonish is a company of technology leaders who deliver a higher level of excellence and value through IT, staffing and call center solutions. Our mission is to help individuals, organizations, and our community be great. We just happen to use technology to do that.