

success story



EVERYTHING MACINTOSH

VIRTUALLY INSTANTANEOUS PROBLEM RESOLUTION

Everything Macintosh (www.everything-macintosh.com) was started in 1987 by Darryl Lewis and in the past 15 years Everything Macintosh has grown into a staff of user-oriented Mac professionals, providing support and service to their clients. They have offices in Florida, North Carolina, and Virginia but serve clients nationwide, setting up, troubleshooting, and supporting Macs, peripherals like printers, modems, and scanners, networks, and internet and email connections.

Everything Macintosh sees Timbuktu® Pro as an ideal way to improve some of the difficult parts of their job. The clients get faster results without having to wait for Lewis or one of his staff members to drive to their office or home, and Everything Macintosh can cram more billable (and fewer non-billable) hours into each day. Their clients are impressed when they solve a problem almost as quickly as they reported it. “Our clients are wowed by the fact that we could resolve problems within minutes instead of having to wait for an open appointment slot next Tuesday,” said Lewis.

“I direct our customers to the Timbuktu link on our web site for the free evaluation. They download and install Timbuktu Pro for Mac OS, I connect and resolve the problem, and they become a fan of remote service for life. They then want to buy the software, and would rather have us service their Mac



remotely using Timbuktu if it can be done that way,” said Lewis.

Everything Macintosh has been around for about as long as Timbuktu Pro, though they just recently began reaping the benefits of the software. “Timbuktu Pro is a well thought out product that’s been around for a long time. In the past, its value was limited by the slow speed of dialup connections. With today’s high speed modems and the ability to connect through high speed Internet, Timbuktu Pro is now a powerful tool we use to help more clients every day,” commented Lewis.

WEALTH OF SECURITY

Timbuktu Pro uses a flexible and comprehensive security scheme. Everything Macintosh educates clients who are concerned about the security of their computers and receiving support over the internet. “Because of that concern, I always make a point of stating very clearly that the Timbuktu menu allows them to be the gatekeeper, if they have no reason for me to connect, they simply turn off my ability to access their computer. Once they get beyond that initial fear and see me fix something remotely, they are hooked. They would rather never see me at their place again,” said Lewis.

“There is also this high tech allure about Timbuktu over and above what it really does. There is this spacey futuristic idea that someone coming in from nowhere that

CHALLENGE

Reduce time and cost involved with supporting customers in multiple locations.

ENVIRONMENT

Macintosh

SOLUTION

Timbuktu Pro for Mac OS

BENEFITS

- Dramatically reduces travel downtime.
- Significant cost savings to company and their customers.
- Support customers spread throughout the country.
- Customers receive real-time training.

“TIMBUKTU IS REALLY EVERYTHING IT IS CRACKED UP TO BE, AND I DON’T THINK ANYONE IS GOING TO COME UP WITH ANYTHING BETTER UNTIL THEY CAN PUT HOLOGRAPHIC HANDS ON THE OTHER SIDE OF THE COMPUTER.”

Darryl Lewis, Founder
Everything Macintosh

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you can't see and isn't sitting at your place is actually fixing your problem. The customer actually feels like the computer is healing itself," said Lewis.

Lewis feels that there is no competition from other remote control products. "Timbuktu has been out there for a long time and is a stable, solid piece of software that does what I need it to do. Timbuktu Pro isn't just a computer service tool. You can use it to access your office computers from home or other remote locations, and do things Apple Remote Access and TCP/IP networking never thought of," said Lewis.

NO SUCH PLACE AS FAR AWAY

Timbuktu Pro is particularly useful for clients in distant rural areas who normally have to wait for a big enough open appointment slot to accommodate long driving times in addition to the time spent serving them. Now Everything Macintosh can service them remotely just as quickly as clients around the corner.

"It widens my ability to service people. I am physically sitting outside of Raleigh, North Carolina, but I handle customers in Baltimore and New York and New Mexico and California as well as my local people. An issue that otherwise might have turned into an hour's appointment charge and trip charge to that customer, might be solved in 15-20 minutes over the telephone," remarks Lewis.

FLEXIBLE, FAST & SAFE

Timbuktu Pro for Mac OS offers remote control, fast file exchange, chat and intercom features, all of which Lewis takes advantage of. The chat function of Timbuktu allows Lewis to carry on a keyboard conversation with a remote customer. "As a general rule I use chat as it becomes very useful in not only explaining to the customer what to do, but I can use chat to keep them

posted on the steps that I am doing and why I am doing them," said Lewis.

Timbuktu lets you control a remote computer's desktop from your own desktop, which is mainly how Lewis uses the software. He also uses the Look function to observe a remote desktop. "Even if I am not controlling their machine, and I am just using Look, I can literally see their screen so they can show me graphically what they are seeing rather than taking a long time to describe it," said Lewis.

Lewis uses the Exchange function to copy and move files and folders between computers. "There are several ways to copy files and folders between the two computers, but the easiest by far is simply to drag it to or from the Timbuktu window displaying the remote screen," comments Lewis.

Incorporating Timbuktu in Everything Macintosh's daily work routine has saved considerable time and money along with satisfied customers who in turn save time and money.

"Timbuktu is really everything it is cracked up to be and I don't think anyone is going to come up with anything better until they can put holographic hands on the other side of the computer. I use Timbuktu on an everyday basis, and it is extremely effective in what it does," said Lewis.

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Darryl Lewis, Founder
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