



How Keystone Outdoor Advertising Went Remote and Never Looked Back



Case Study

Organization & Location: Keystone Outdoor Advertising | Philadelphia, PA and New Jersey
Industry: Outdoor Advertising
Services Offered: Static and Digital Billboard Campaigns, Transit Advertising and Other Custom OOH (Out-of-Home) Advertising

"We weren't looking for a specific solution. We didn't even know we needed one. E3 forecasted a business need and recommended the technology to meet it. They have propelled our business forward in ways we could never have expected."

Jessica Cheesman, Director of Operations at Keystone Outdoor Advertising

Expert Tech Advice from a True Business Ally

Out with the Old. In with the New.

Challenge

Keystone, Philadelphia's largest independent out-of-home advertising company, was experiencing some all-too-common challenges. They were dependent on outdated technology that bound them to manual business processes and expensive hardwired equipment. They were also shelling out more than \$6k/month for a 4,800 square-foot sales office used by seven salespeople.

Solution

The E3 team posed a plan to ditch the expensive brick-and-mortar building and take the business remote while maintaining productivity. E3 replaced the physical onsite server with a more secure cloud solution. They swapped out the traditional landlines and desktop machines for internet-ready laptops and mobile devices.

Results

Today, Keystone is 100% remote. The sales staff is free to make their own schedule, and data sits securely —always accessible — in the cloud.

Through its partnership with E3 IT Services, Keystone has seen improvements like:

- ⤵ **Cost savings:** Keystone has saved \$6k/month, every month, on unnecessary rent.
- ⤵ **Boosts in morale and company culture:** Employees appreciate a better work/life balance.
- ⤵ **Increased sales and productivity:** Salespeople are no longer tied to a desk. They are out on the road and can access business documents and applications while meeting with prospects and clients.
- ⤵ **Strengthened cybersecurity:** Moving to a cloud-based server eliminated expensive onsite hardware and provided a secure backup and recovery solution.

High-Quality Service and Trusted IT Advice with E3 IT Services

Thanks to E3's thoughtful, expert recommendations, Keystone has transformed its business operations and ushered in a new work/life balance for its team. Reach out to E3 when you're ready to rethink what technology can do for your business.

E3 IT Services Is Known for:

- ⤵ A highly skilled, professional team
- ⤵ Excellent service and innovative concepts
- ⤵ Quick response times
- ⤵ Customized support
- ⤵ World-class services including managed IT, remote IT, data backup and recovery, cybersecurity solutions, business continuity solutions, digital video surveillance, cloud computing, Microsoft 365 & Azure, VoIP and custom project solutions.

"We worked remote before the pandemic. I brag about it all the time."

Jessica Cheesman, Director of Operations at Keystone Outdoor Advertising



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E3 IT Services offers expert consulting, efficient implementation and exceptional performance. Co-owners, Randy Carbone and Ron Oppermann, have over 50 years of collective experience delivering tailored IT services and solutions for SMBs throughout the tristate area. At E3 IT Services, we're more than your IT service company — we're an extension of your team.

For more information, visit [e3itservices.com](https://www.e3itservices.com) or call 856-875-1400.