



**I.T. MATTERS, INC.**

**(281) 280-8500**

[www.itmattersinc.com](http://www.itmattersinc.com)

[info@itmattersinc.com](mailto:info@itmattersinc.com)

# Solutions & Success

The Inside Story



<b>Client</b>	A-Beautiful Pools
<b>Industry</b>	Service
<b>Respondent</b>	Heather Dominy, President

## **I.T. Matters Helps A-Beautiful Pools Communicate Effectively And Efficiently**

A-Beautiful Pools is a complete swimming pool management company that specializes in the operation and supervision of subdivision swimming facilities. They hire and manage lifeguards, and provide construction, maintenance and management services for residential and commercial pools. They currently oversee over 100 pools in the greater Houston area and manage over 1300 lifeguards on a seasonal basis.

With such a large extended staff and a wide-spanning network of service locations, A-Beautiful Pools heavily relies on their IT environment for management and communication tasks.

“When we can’t communicate effectively or efficiently, then we lose people, and that’s our biggest asset,” says Heather Dominy, President, A-Beautiful Pools.

They trust I.T. Matters to keep that IT environment running effectively and efficiently.



## A-Beautiful Pools Needed An IT Company That Would Meet Their Needs

Before they started working with I.T. Matters, A-Beautiful Pools had hired a smaller IT firm, run by just one person. Despite their best intentions, they couldn’t keep up with the needs of a company like A-Beautiful Pools.

“We moved from a small firm with one person, and I don’t think he wanted to give delayed service, but he was unable to meet our needs,” says Heather.

They began looking for a new IT partner that had the capability to keep their systems running no matter what, with no delays or gaps in service. Fortunately, through another business contact, Heather found out about I.T. Matters.

“It was a recommendation from another firm that was considering them for their IT needs,” says Heather. “It was word of mouth.”



# I.T. Matters Upgraded A-Beautiful Pools' Systems To Promote Productivity And Communication

Now partnered with I.T. Matters, A-Beautiful Pools began to enjoy the results of a range of IT projects. I.T. Matters moved them to Microsoft 365 for more convenient and universal data access, and upgraded their phone systems as well.

"They just helped us upgrade our phone system and text messaging, top of the line technology that will allow us to communicate easier," says Heather.

Migration processes like these are major projects, and if they're not handled correctly, they can be error-prone and overly expensive. An improperly managed migration can result in a range of negative consequences:

- During the transition, the business could permanently lose key data with no backup or redundancies to replace it.
- The migration, already expensive, could take longer than expected and add additional downtime to the staff's work life.
- Once it is finally installed and launched, the platform is overly complicated and difficult to learn, leading to more downtime for the staff.

That's why A-Beautiful Pools relied on I.T. Matters to handle the process, which was even faster and more seamless than they expected.

"They were super diligent in making sure we didn't have downtime, working around our office hours," says Heather.

With their new Microsoft 365 environment and upgraded phone system, A-Beautiful Pools' staff has never been more productive, or been able to communicate more conveniently.

"Our operations management team is able to access information out in the field easier," says Heather. "We used to experience a lot of downtime when we had our server onsite that hosted our email and now that is virtually-based. We don't experience as much downtime."





## I.T. Matters Minimizes A-Beautiful Pools' Downtime

A major priority for A-Beautiful Pools is the reduction of their downtime. Any time they can't access data from the field, or get in touch with one of their thousands of lifeguards, they risk losing business.

"Downtime would cut us off at the knees," says Heather. "It's always important that there's accessibility, efficiency, and that we're able to reach them at any time."

That's why the support they get from I.T. Matters is so valuable to them. They know they'll get a response whenever they need IT support.

"They're super responsive and very helpful with any kind of technology needs," says Heather.

This was especially apparent with the onset of the COVID-19 pandemic. Due to how quickly the pandemic developed, many businesses were unable to prepare for the shift to a remote work setting. Doing so would have required careful planning, methodical execution of new processes, and expert implementation of new technologies — fortunately for A-Beautiful Pools, I.T. Matters had already moved them to the cloud.

"With a lot of us working remotely, the communication and efficiency with helping us get on board, knowing what their schedule is like when they're available and what systems can be used, that's very important to us too," says Heather.

Consistency is a key quality in developing an effective partnership like the one A-Beautiful Pools and I.T. Matters have. Heather notes that even when personnel inevitably change at I.T. Matters, and their account is moved from one technical engineer to another, it has no effect on the quality of service whatsoever.

“We’ve experienced a couple of staffing changing within I.T. Matters, whether people move up or move on,” says Heather. “There are no hiccups. You don’t even notice you’re talking to someone new — they come in and they’re totally prepared.”

To this day, A-Beautiful Pools’ staff experiences less downtime than ever before and can communicate seamlessly with their team no matter where they’re working from. It’s all thanks to I.T. Matters.



*We would absolutely recommend them  
— I already have, Their service is great.”*

**- Heather Dominy, President,  
A-Beautiful Pools.**



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