



# Partner Highlight:

## Terrapin Technology Group (MSP Referral Partner)

### Who is Terrapin Technology?

Headquartered in Sacramento, CA, Terrapin Technology Group is an IT managed service provider (MSP) that specializes in litigation and legal support, alongside an assortment of other offerings. Terrapin launched in 2008 and has since provided client services ranging from everyday user support to system maintenance and training, and network installation. The consulting company is also well versed in crisis management, project management, budgeting, trend analysis, and cloud services.

Terrapin's customer base consists of law firms and medical providers, as well as companies in financial services, manufacturing, and construction. Internally, there is an IT applications and training team and a second department handling telecom, AV, Cabling, and Security, led by systems director, Benjamin Wadsworth. With over 17 years of industry experience, Benjamin has successfully implemented countless technology solutions and continues to strengthen his skillsets in telephony, surveillance, audiovisual systems, and the designing and commissioning of structured cabling.

### How does Terrapin Technology stand out?

Benjamin hones in on two key points when discussing Terrapin's relationships with its customers. The first is trust. Starting out as a team under ten, it took years of hard work and persistence for the company to build its reputation and establish a true sense of

reliability among its current clientele. That trust was founded through a high level of quality customer service, constant availability, and its diverse team of experts. The second principle is cost-effectiveness. Benjamin and his team justify all potential expenses when preparing to recommend new solutions to their customers and prospects. In order for the company's reputation to remain intact, the team conducts its due diligence for every solution it considers, ensuring there is enough of a distinct value proposition that will financially benefit its clients for years to come.

Aside from typical qualifiers like cost reduction, most of the solutions they propose share the common goal of minimizing and ultimately replacing physical hardware. One of the recurring questions being, "Which technologies can upgrade the outdated, physical hardware that eats up cost and inventory in so many law firms and medical offices?" After the pandemic, that query has slightly changed to include a greater focus on remote-friendly technologies that could provide those essential upgrades. And that's where the flexibility of cloud services comes into play.



## Why partner with Consensus Cloud Solutions?

It was around three years ago that Benjamin clicked on a blog about cloud-based faxing. He read more on the topic and quickly recognized the multi-valued benefits associated with the migration of on-premise fax environments to cloud-based solutions. Furthermore, he learned that many of Terrapin's clients had been paying exorbitant amounts of money for analog fax lines for far too long. Some of those costs included fees for the server hardware, server license, fax card, annual licensing, telecom lines, maintenance, as well as the constant need for paper, ink, and toner. The ability to alleviate their clients' on-premise burdens, by moving them from legacy systems to the cloud, clearly aligned with Terrapin's mission- delivering modern, best-in-class solutions with the support to match.

Benjamin was intent on finding credible partner in the space that could help bridge the gap. eFax Corporate® popped up during an online search of the industry's top cloud fax solutions. What caught his eye about eFax Corporate was the solution's dedicated focus on security, and the fact that the technology is HIPAA compliant. After evaluating a handful of other competitors, eFax Corporate was ultimately determined to be the leading cloud fax solution due to its proven compliance with some of the highest security measures. Benjamin expresses,

*"it's one thing for a vendor to initially promote themselves as HIPAA compliant, it's another thing to truly deliver on it."*

That degree of compliance is a crucial prerequisite for organizations, such as law firms and medical providers, that must keep their clients' and patients' information confidential at all times. Even the slightest hiccups in privacy could result in damaging lawsuits, at times ending in suspension or disbarment. In addition to security, Terrapin was attracted to eFax Corporate's longevity in the market, with its rich history of large scale deployments across many verticals. The hands-on partnership style that Consensus provides its referral partners also helped impact the decision, specifically, offering an instant return on investment supported by strong sales enablement.

## What have been the partnership benefits?

Terrapin accelerated as a Consensus partner soon after signing. Reflecting on some of the company's biggest eFax Corporate wins, Benjamin recounts a deal that began a year ago involving a large law firm based out of Roseville, CA. With six offices throughout southern and northern California, each location had been using traditional analog fax machines for over two decades. With two fax machines at the main headquarters and one at every other location, the firm was totaling over 2,000 faxed pages per month. Unaware but eager for alternative methods to lower their faxing costs, the firm's founders embraced the concept of cloud fax, as introduced by Terrapin in the form of eFax Corporate. They soon set up domain faxing with a secure email connection, which took a week and a half via support. Since implementing eFax Corporate, there have not been any issues within the 36 month contract period. The unification in their faxing has helped the firm financially, eliminating fees for each fax number, licensing, server hardware, software maintenance, and the cost per minute for long distance traffic. In

addition, the removal of telephone lines shaved off another \$700 in monthly expenses alone. As expressed by the founders, adopting eFax Corporate has indefinitely improved productivity throughout each of the law firm's offices.

By partnering with a long-time industry leader like Consensus Cloud Solutions, Terrapin has been able to provide an additional layer of affirmation when introducing potential prospects to a new solution like cloud fax. Benjamin adds,

*"highlighting our relationship with Consensus has assisted in increased retention and the likelihood of a follow up conversation."*

Despite being a larger organization, Benjamin states working with the various Consensus teams, from sales to billing, has been consistently forthright from the start. Requesting marketing and product collateral or a specific question for sales requires nothing more than a simple email, typically replied to within 24 hours.

Benjamin points out a frequent commonality in regards to training end users in the healthcare industry. Many administrative staff members have been using traditional fax machines for so many years, sometimes decades, that there could be an initial learning curve with a technologically advanced solution like eFax Corporate. However, the eFax portal has been generally described

as extremely user friendly, resulting in a straightforward transition for most.

## What's next?

Benjamin's team is actively pursuing eFax Corporate opportunities, as part of its overarching goal to optimize collaboration in the workspace. Regularly educating their customers on the different ways to avoid social engineering tactics (phishing, tailgating) and enhance security has been a great segue into improving an organization's outdated and often insecure faxing infrastructure. Terrapin's client base continues to grow beyond the West Coast, with customers located all throughout the United States. Aside from eFax Corporate, Terrapin has been exploring Consensus' eSignature tool, jSign, as a potential fit for several legal and healthcare customers.

Moving forward, Consensus will continue to provide Terrapin ongoing support and enablement as the company reaches newfound levels of success.



## About eFax Corporate

eFax Corporate is the leading HITRUST Risk-based, 2-year (r2) Certified digital cloud-faxing solution, trusted by five of the top 10 global enterprises and four of the top 10 Fortune 500 healthcare companies. The eFax Corporate product transmits billions of documents annually and is widely used in the USA, Canada, Europe, and Asia-Pacific. Its appeal and success are built around three key features: the widest selection of phone numbers; an easy way to send and receive faxes and voicemail by email; and a fast, reliable and secure communications network. As a core product of Consensus Cloud Solutions' leading interoperability suite, it creates operational efficiencies and enhances communications for paper-reliant industries such as healthcare, legal, insurance, manufacturing, finance, and real estate.

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## About Consensus Cloud Solutions

Consensus Cloud Solutions, Inc. (NASDAQ: CCSI) is a global leader in digital cloud fax technology. With over 25 years of success with eFax® at its core, the company has evolved to be a trusted provider of interoperability solutions, leveraging artificial intelligence and secure data exchange to transform digital information, automate critical workflows, and maximize operational efficiencies. Consensus maintains industry-leading compliance standards, making it a preferred partner for heavily regulated industries including healthcare, the public sector, financial services, insurance, real estate, and manufacturing. For more information about Consensus, visit [consensus.com](https://consensus.com).

