



FOR IMMEDIATE RELEASE

Tyler Penning
515-440-1502
tyler.penning@embarkIT.com

Embark Responds to Local Business Needs with New Technology Management Services

For small and medium-sized businesses, one monthly per-user fee covers everything from devices and software to back-up and cybersecurity

WEST DES MOINES, IA, April 30, 2019 – Embark, a second-generation, family-owned technology firm that serves businesses around the Midwest, is excited to announce the launch of its new day-to-day managed technology services for small and medium-sized businesses in central Iowa.

These new services fill a much-needed void among organizations in the Des Moines area by providing the benefits of in-house IT support—without the hassles and liabilities that can come along with it.

One straightforward, per-user fee per month includes technology costs for *everything*—from devices and software to back-up and cybersecurity—so businesses can stop worrying about unplanned downtime, disruption, and necessary tech upgrades and start focusing on business growth. Embark takes on the burden of managing technology responsibilities and provides a single, local point of contact backed by a team with more than 70 years of combined IT and technology experience.

To help organizations determine whether managed IT services would be beneficial, Embark is offering free, all-encompassing technology assessments that involve a review of networking, workstations, and server configurations, as well as evaluation of security configurations, maintenance, and data backup procedures. After taking time to understand individual business strategies and future goals, Embark reveals its findings—along with suggestions to implement best practices, improve technology usage, and reduce costs.

“After seeing what so many businesses struggle with,” says Tony Messerschmidt, COO and co-owner at Embark, “and knowing how technology challenges can sometimes hinder smaller organizations, we created this offering to give local businesses a reliable and affordable solution. They can rest easy knowing that their technology is being managed 24x7 without having to spend time on it.”

To get started with a free assessment, or to learn more about Embark, visit www.embarkit.com/managed-IT, send an email to info@embarkIT.com, or call 866-440-1451.

About Embark

Founder Anita Messerschmidt started Embark from her kitchen table in 2005, envisioning safe and dependable solutions for IT hardware, software, and repairs. Because IT now goes hand in hand with security and AV, Embark soon expanded its services, becoming a go-to resource for forward-thinking IT infrastructure, AV, and security solutions. The company’s roots are in IT – it’s what they know and do best. Today, dedicated team members are led by second-generation owners Stephanie and Tony Messerschmidt as they proactively partner with clients around the Midwest to manage the critical technologies that run small and medium-sized businesses, making business – and life – better through the use of better technology. Learn more at www.embarkIT.com.

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