

CASE STUDY

When Disaster Strikes, Preparation Speaks

How DataTrends Technology Corporation maintained 100% client service continuity during a workplace flood, with zero downtime, zero client impact, and zero compromise.

The Situation

On Friday, April 10, 2026, a water filter in DataTrends' Atlanta headquarters ruptured and went undetected for hours. Water sprayed into the evening, flooding an inch of standing water into the CIO's office before making its way up and down the hallways and eventually to the floor below. By the time the damage was discovered, the building required professional remediation and the entire DataTrends team would need to work remotely for the days that followed.

For most businesses, discovering this on a Monday morning would be the beginning of a crisis. For DataTrends, it was a logistical pivot, not a problem.

35 Years	1 Million+	5 / 5	2 Hour
In Business	Issues Resolved	Client Satisfaction*	SLA Guarantee

** According to customer reviews.*

Fri, Apr 10	Mon, Apr 13	Thu, Apr 17
After hours: flood discovered. Kevin Dunn (CEO) coordinates building logistics and remediation over the weekend. Remote work plan activated.	8:30 AM. Every engineer online. Helpdesk open. Ticket queue moving. Clients experience a completely normal Monday.	Full team returns to the office. Four days of remote operations concluded with no SLA breaches and no client-facing disruption.

How It Worked: Infrastructure Built for This Moment

DataTrends has long practiced what it preaches to clients: true business continuity requires infrastructure that is location-independent. Years of deliberate investment in remote-ready tools meant that when the flood hit, the team had everything they needed. Already in place, already tested, already working.

Secure Remote Access Infrastructure

Every DataTrends engineer had secure, pre-configured remote access to company systems via Datto Secure Edge and Azure Virtual Desktop. There was no scrambling to set up access. It existed before the flood and worked seamlessly the moment it was needed.

Cloud-Based Data and Backup Infrastructure

All business-critical data is stored and backed up in the cloud. Even in a scenario involving server damage, DataTrends' systems could be spun back up within hours. In this case, no servers were damaged, but the safety net was there.

Proactive Monitoring, Uninterrupted

ProAssist Monitoring and Security tools operate in the cloud and continued running throughout the event without interruption. Client systems were watched, alerts were reviewed, and issues were resolved from home offices across the team.

A US-Based, Relationship-Driven Team

Because DataTrends' engineers work closely with clients by name and by relationship, the transition to remote was invisible from the client side. The same people, the same responsiveness, just a different location.



Photo: TMT / 2025 MSP Titan Awards

"Disaster readiness isn't about reacting well — it's about building systems so strong that a disaster barely registers as a disruption. When the flood hit our office, our team was already equipped to work from anywhere. Our clients never missed a beat, because we made sure they never would. That's not luck. That's intentional infrastructure."

— Kevin Dunn, CEO, DataTrends Technology Corporation

By the Numbers: SLA Performance During the Flood Period

The most objective measure of disaster readiness is performance data. The metrics below reflect DataTrends' actual helpdesk SLA performance across all five days of remote operations following the flood. On Day 1 (Monday, April 13), the team achieved a 100% first-response SLA compliance rate and an average response time of under 9 minutes. Across all five days, 425 valid client-facing SLA tickets were handled with a 100% compliance rate.

100%	8.7 min	425	100%
First-Response SLA Compliance, Day 1	Avg. First Response Time, Day 1	SLA Tickets Handled Days 1-5	Weekly SLA Compliance Rate

These figures are drawn directly from DataTrends' helpdesk SLA reporting system for the flood period. Weekly compliance of 100% is consistent with DataTrends' standard performance benchmarks, confirming that remote operations produced no measurable degradation in client service.

Phone Support: Performance During the Flood Period

Ticket data tells one part of the story. Call data tells the other. Every call that came in during the flood period generated a helpdesk ticket automatically. Whether answered live by an engineer or routed through the auto attendant, not a single client call went untracked. The system ensures that every inbound call is captured, assigned, and followed up. No calls fell through the cracks. No clients were left waiting without a response. In fact, 85% of inbound calls were answered directly by a helpdesk engineer with no callback needed.

Across the five remote days, the team received 137 inbound helpdesk calls and spent over 27 hours on the phone supporting clients.

137	27+ hrs	100%	0
Inbound Client Calls Received	Total Engineer Phone Time	Calls Captured as Helpdesk Tickets	Calls That Went Unresolved

These figures are drawn directly from DataTrends' call logs for the flood period, confirming that client phone support continued without interruption throughout remote operations.

Taken together, the SLA and call data from April 13-17 paint a clear picture: DataTrends' remote operations were indistinguishable from a normal week. 425 tickets handled. 137 calls answered. Over 27 hours of live engineer support. The infrastructure held, the processes held, and most importantly, the commitment to clients held.

What This Means for Your Business

The DataTrends flood is not a story about a company getting lucky. It is a demonstration of what properly implemented managed IT looks like under real-world pressure. The same infrastructure, cloud architecture, and remote-access tools that protected DataTrends' own operations are what DataTrends deploys for its clients every day.

Your Data

Cloud backup and redundant infrastructure means no single physical event can wipe out your business information.

Your Team

Datto Secure Edge and Azure Virtual Desktop enable your staff to work from anywhere, on any device, without skipping a beat.

Your Clients

The right systems running in the background mean disruptions stay completely behind the scenes.

Your Partner

Your IT partner keeps supporting you, even when their own office is underwater.

Is Your Business Prepared? Ask Yourself:

- Can your entire team work remotely on short notice, with secure access to all systems?
- Is your business data backed up to the cloud, independent of any physical office infrastructure?
- If your IT provider's office went offline tomorrow, would your support experience change?
- Has your IT provider documented and tested a disaster recovery plan in the last 12 months?

If you answered 'no' to any of these, DataTrends can help.

Is Your Business Truly Disaster-Ready?

Talk to DataTrends about a complimentary IT resilience assessment. We'll show you exactly where your vulnerabilities are and how to close them.

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