



## Grand Opening of Our Boise-Based Service Desk

By [Ric Urrutia](#), Taos Co-Founder and CEO

I'm delighted to announce the Grand Opening of our Boise, ID-based remote IT Service Desk!

We believe that the time is right for Taos to offer this service to its Bay Area clients. This solution is especially relevant to small and medium global enterprises who find it difficult to not only scale their helpdesk to meet the growing demands of the business, but also to focus their energies and IT investment in areas that will give them a competitive advantage and/or more bang for their buck. We have found that the majority of these small and mid-sized clients are spending more dollars and energy in this space and not getting the return on their investment. Exacerbating the problem is a low 1<sup>st</sup> call ticket resolution. This necessitates the intervention of a larger tier 2 organization which further drives up ticket resolution costs.

Our goal is to deliver very high quality helpdesk services at a much lower cost to these customers. In conjunction with our tier 3 engineers and tier 4 solutions-architects, we also strive to provide insight and guidance to the client in order to continuously drive trouble ticket volumes down.

Since many of you have asked "Why Boise?", I'd like to share some of our insight behind that decision.

When our leadership team began discussions around this idea, we came up with our requirements for what this offering needed to encompass. Topping the list was that we continue to deliver the same quality and value that our customers have come to expect from Taos' local on-site service offerings of these past 20 years, yet with significantly lower price points and with agreed-upon service levels.

Next was the desire to have an onshore presence to create U.S.-based jobs and also to help our clients with the inevitable frustrations and un-measurable added costs that ensue when managing an offshore partner who is up to 12 time zones away and who has significant cultural differences. An additional requirement was to find a location with a strong technical talent pool and a reputation for high work ethics and low turnover.

Serendipitously, we learned that our own OCIO consultant Jeff Lucchesi, former CIO of DHL, Corio, and BMHC, had successfully built one of his IT organizations in Boise. Upon researching the area and meeting with key players there, we realized we had found a location which met all of our solutions' requirements – excellent service, talent and phenomenal cost savings. For these reasons, Boise, ID has recently been recognized by BusinessWeek as a "[new outsourcing hot spot](#)." Idaho has the highest ratio of college graduates per capita in the United States. Our facility is walking distance to Boise State University where we have built relationships with the Dean of the School of Computer Science and the Dean of the Business program, which offers an MIS degree. This academic system, in addition to Boise's start-up scene, has for years fed large employers like Micron, Hewlett Packard, Microsoft, and Albertson's which gives us the ability to hire seasoned senior talent.

Idaho ranks first among the 10 Western states with the lowest overall cost of doing business and is approximately a third lower than it is for us in California. (Source: Milken Institute) Forbes, Wall Street Journal and Inc. Magazine constantly rate Boise as one of the best cities in the United States to live in.

In this edition of our newsletter I am happy to introduce you to Patty Shrum, our Director of Service Desk Operations in Boise. Patty has spent her entire career in Boise and is extremely well-connected in the technology community. Patty is a true leader with a great reputation that allows her to attract top talent. To read more about Patty and why she's a great fit for Taos, [go here](#).

We are very excited about this offering and welcome you to call any of us here at Taos to find out more and take advantage of our "EARLY ADOPTER" program. With the beautiful spring weather upon us, perhaps you and I can take one of the 7 daily, short, non-stop flights from SFO or SJC to Boise to visit our facility and explore how remote services from Taos might be of significant value to your organization.

Yours Truly,  
Ric

To learn more about our Service Desk offering, [go here](#).



**Taos' Boise-based IT Service Offerings**

Located within the downtown area in the C.W. Moore Building  
250 S. 5th St., Suite 830, Boise, Idaho 83702