

# Scale Faster Takes Business from the Ground to the Cloud

CLIVE, Iowa, Sept. 25, 2012 (SEND2PRESS NEWSWIRE) – Scale Faster of Des Moines, Iowa has reinvented the customer experience in one of the most draining issues for business owners – I.T. With the launch of its new retail studio at 2035 100th St. in Clive, Scale Faster has created an environment where customers can get comfortable, ask questions, and learn how to shed the pain of I.T. forever.

The Scale Faster concept was developed from a deep desire to create a customer experience uncluttered by confusing technical jargon and a tired sales process. By designing a complete solution “from the ground to the cloud,” the Scale Faster team’s prime directive is to listen.

“We’re in the business of pain relief and the psychological well being of business owners,” said Doug Mitchell, CEO of Scale Faster. “In our target sector of customers from 1 to 100 employees, owners want to focus on value creation and growing their businesses and could care less about networks, storage, and backups. We give owners a way to never think about I.T. again.”

The retail space is designed with exploration and visual learning in mind. White boards line the walls and a 6 foot x 3 foot, high-topped table with butcher paper ensure plenty of surfaces to visualize a company’s present and its future without the burden of I.T.

To help execute on the “Scale Faster Experience,” Mitchell assembled a team led by Michael C. Wagner, CEO of White Rabbit Group. Wagner is a nationally known speaker and consultant on creating amazing customer experience. “The customer experience begins with empathy,” said Wagner. “Technology companies tend to see every customer as a nail since they have the coolest hammer. The reality is that business owners don’t care about coolness. They want to grow with less hassle and that’s what the Scale Faster experience is all about.”

Scale Faster can take care of customer owned equipment and networks or completely transition a business into the cloud – delivering applications and providing desktop access across any device and any location. The company’s Des Moines based data center currently serves customers throughout Iowa and the Midwest.

## **About Scale Faster:**

Scale Faster and the Scale Faster Studio is a service of pcCentral founded in 2004 as a Managed I.T. Services provider delivering application, email, and data hosting, disaster recovery, mobility, and backup solutions. Scale Faster invites the community to leverage its studio to solve their own creative, design, or business challenges.

More information: <http://ScaleFaster.com/> .

– *Photo Caption: Doug Mitchell of ScaleFaster.com consults with businesses to*

*use cloud technology for clearer directions for future business growth.*

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