

How Infrastructure and Customer Service are Equally Critical to JEM Tech Group



A partnership with APC by Schneider Electric delivers data center power and cooling and a likeminded approach to client success.

If data center requirements were likened to Maslow's Hierarchy of Needs, mission critical infrastructure would be the base upon which all other components depend most. JEM Tech Group understands the universal importance of meeting physical IT needs in all types of distributed environments and also believes in the criticality of customer service.

JEM is a Tier 1 supplier to many Fortune 100 enterprises and serves a spectrum of businesses in their data centers models — edge and cloud locations, telecommunication closets, branch offices, remote sites and command and control centers. There's hardly an industry the company doesn't serve. Its primary focus is manufacturing, finance and insurance, technology, wholesale/retail, healthcare, local/state government, education, energy and utilities and real estate.

"We help our customers assess the power chain, create efficiencies and standardize for scale," says Kristen Jenkins, technology consultant for JEM. "We offer vendor neutral long-term strategies but oftentimes our customers choose end-to-end solutions from one manufacturer like APC by Schneider Electric. We've been partners for about 15 years."

Case in Point

More specifically, JEM performs site surveys and provides documentation, creates solution designs from product and software to service recommendations, offers proof of concept, samples and references and assists with budgets and timelines.

In one case, JEM helped a local government agency create a disaster recovery strategy. The agency started with a blank canvas — an empty space that needed to be converted into a small server room.

Jenkins explains, "Through our partnership with APC by Schneider Electric, we helped the agency fill that space. We determined the power, equipment and level of redundancy that would be needed — UPSs, PDUs, racks and sensors. Beyond that, we showed the agency how to be more proactive than reactive with notifications, alarms and environmental monitoring."

Empowered to serve its customers through APC by Schneider Electric's equipment and likeminded approach to client success, JEM delivered an easily scalable, standardized model for the agency to replicate across current and future locations.

Customized Standardization

Standardization is especially valuable in the case of disaster recovery and enabling growth. But Jenkins makes it clear that JEM does not approach customers with a one-size-fits-all answer. "First, we sit down and talk through the customer's wants and needs for both today and tomorrow. In this case, the space was built for expansion."

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The discussions typically start at a high level and go deep into details. Jenkins says they consider factors such as outlet level control, layers of metering and monitoring and energy consumption to name a few.

In the agency's case, JEM walked through scenarios to help set the disaster recovery process. "It's not just theoretical, we perform simulation testing as well," says Jenkins. "When the disconnection from the main data center was taking place for transfer, we made sure the customer understood best practices. In fact, customer education is an important aspect of JEM's engagements."

From Start to Finish

To that end, customers don't have to come with a complete vision for their data centers. JEM's breadth and experience results means its service teams have plenty of ideas. "We can be there from start to finish and after," according to Jenkins. "The JEM team will kick off the data center installation, make sure it's properly installed and follow-up thereafter."

JEM prides itself on this level of service. "Though we work in a high-tech, automated world, when you call our office, someone will answer the phone. It's easy to reach the right person to help with any issues or innovate on a new data center project," she says.

Jenkins feels that Schneider Electric operates in a similar manner. "If there's ever a time when we need a representative to go with us on a call, they're available. They are always ready to help," she explains.

This level of partnership allows JEM to act as a go-between from its customer to the data center equipment manufacturer. Jenkins explains that JEM's service teams are so familiar with not only the equipment but also common customer concerns, they can preempt unnecessary escalation.

JEM teams can talk through troubleshooting rather than a customer having to waste time going through manuals and menus. "I think that's why everybody continues to keep coming back. To us, customer service is as critical as the infrastructure we advise on. APC by Schneider Electric takes a similar approach to how it serves JEM. That's why our relationship is so successful."