



A WordCom Case Study

February 2025



When Stacy Mascheck, Chief Operating Officer at WordCom, a target marketing company specializing in financial institutions, needed a new managed service provider, she already had experience working with Vertikal6 on smaller projects. That existing relationship, combined with Vertikal6's demonstrated expertise, made the decision to partner with them "kind of a no-brainer."



We sat down with Stacy to discuss her experience working with Vertikal6 and what sets them apart from other MSPs.

"Having an experienced senior consultant as our dedicated partner was a game changer for me personally," Mascheck explains, highlighting the value of having a dedicated client success manager. *"Any question that we ask, they've got an answer or they go and find us an answer. If I don't feel like I'm supported on the tech side very well, I just reach out and they'll say, 'Let me get this taken care of for you'."*

What impressed Mascheck most was Vertikal6's strategic approach to their technology needs. Early in the partnership, they received a comprehensive technology roadmap that outlined potential projects, timelines, and estimated costs by quarter. This level of planning was something WordCom had never experienced with previous providers.

When asked about specific challenges, Mascheck pointed to their Microsoft environment, including Teams and SharePoint. Their previous MSP struggled to provide adequate support for these platforms, often directing them to search for solutions on their own. With Vertikal6, WordCom found a partner with the technical expertise to handle these complex systems.

"One of the things that made us choose you all is because our former MSP was not very well skilled in the Microsoft environment," Mascheck notes. *"We're using Teams and SharePoint and Power BI, and nine out of ten times, if we had some sort of technical issue, our previous MSP would tell us, 'We can't help you with that.'"*

"Having an experienced senior consultant as our dedicated partner was a game changer for me personally. Any question that we ask, they've got an answer or they go and find us an answer."

“

"The roadmap was key... having that has been great because we're a small business, so we can't jump into every single project that we need to do. But having that roadmap in front of us and knowing how we need to budget internally was amazing."

”

The transition wasn't without its concerns. Having been labeled a "high maintenance client" by their previous provider, Mascheck was initially nervous about the partnership. However, Vertikal6's transparent approach and consistent support quickly put those concerns to rest.

"Vertikal6 is just an exceptional partner. If they can't fix it quickly, it gets escalated, and whenever additional support is required, a simple outreach guarantees immediate action, with assurances like, 'Let me get this taken care of for you.'"

Looking ahead, Mascheck sees Vertikal6 as a true technology partner that can adapt and grow with WordCom's business. Their ability to provide both strategic guidance and day-to-day support has proven invaluable for their team.

