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CASE STUDY SERIES

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# Ride On Powersports Keeps The Motor Running With Datacate's IT Services



*Ride On Powersports, specializing in Sea-Doo® pwc and Can-Am® vehicles*

## In This Edition -

Datacate's VP Ed LaFrance speaks with Karena Blanton of Ride On Powersports, a one-stop shop for all powersports enthusiasts located in Dixon, California. Ed and Karena discuss how Ride On utilizes Datacate's IT support services to keep their sales and service operations running smoothly.



*Karena Blanton, co-owner of Ride On Powersports*

Welcome, and thank you for reading Datacate's case study series! In each edition, we speak with a Datacate client to learn about their business, and how they utilize technology solutions from Datacate to solve problems and deliver services to their clients.

In this case study, Ed LaFrance speaks with Karena Blanton of Ride On Powersports. Ed and Karena discuss how Ride On's relationship with Datacate as their MSP augments their operations.

**Ed: Hi Karena, thanks for doing this interview. Tell us a bit about you.**

Karena: My husband Mark and I own and manage three separate businesses together. He manages Gone Fishin' Marine and Blanton's Boats, while I manage Ride On Powersports, all located just west of Sacramento. We are celebrating 20 years in business this year.

**What is Ride On Powersports's market opportunity - what products and services do you offer your clients?**

Karena: At Ride On Powersports, we sell, service, and sell parts and accessories for Can-Am ATVs, UTVs, Spyder and Ryker On-Road 3-wheel vehicles, Seadoo personal watercraft and Switch Pontoons, EZ-GO golf carts, and Scarab Jet Boats.

**Ed: As your MSP, Datacate provides all three of your businesses with a bundle of managed technology services, including desktop & server support, cybersecurity, and IP telephony. What role does that play in your operations?**

Karena: A lot of our selling happens via call, text, or email before the customer ever comes to our store. Datacate supports our phone system, manages our desktops, servers, and Google Workspace accounts, and maintains our network and Internet connectivity



between our locations. All this keeps us in contact with our colleagues and customers seamlessly. Our sales stop if our technology is down. Datacate ensures that doesn't happen, and if an issue arises, the problem is addressed quickly.

**Ed: What are the specific needs and challenges that your organization has faced with IT?**

Karena: Ride On Powersports's sales and service operate from separate locations, and Gone Fishin' Marine is also in its own building. Between them, we have over 25 workstations, servers, printers, networks, and more than two dozen non-technical employees. Datacate has combined this under one IT management umbrella and eliminated any unwanted separation. Our phone system is connected to all three buildings, making communication between employees easy.

**Ed: How does Datacate uniquely address Ride On Powersports's technology needs?**

Karena: I appreciate that Datacate is so proactive in managing our IT. We have been with them so long that some of our systems are nearing end-of-life. They informed us of this well in advance and presented a plan for upgrading our systems before they become obsolete.

**Ed: How long has Ride On Powersports been using Datacate as its managed IT services provider?**

Karena: It's been long enough that I would need to dig into old records to get an exact date, but I believe it's been at least ten years.

**Ed: How has Datacate's service changed how you perceive and interact with technology?**

Karena: I appreciate having a dedicated account manager, and a primary technical support representative. Taylor is a phone call or support ticket away from fixing anything I need. Everyone else at Datacate is friendly and helpful if she isn't available.

**Ed: If applicable, how have Datacate's IT support services augmented your in-house IT efforts?**

Karena: We don't have an in-house IT person, so using Datacate as our MSP saves us money on payroll and all the expenses associated with another employee.

**Ed: How would you rate the quality of service and support that Ride On Powersports receives from Datacate?**

Karena: I would give Datacate 10 out of 10.

**Ed: Would you / have you recommended Datacate's services to colleagues and associates?**

Karena: We recommend Datacate to anyone who asks who our IT service provider is.

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For more information about Ride On Powersports:



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