

**SERVICE PROVIDER:** Kaplan Computer Solutions

## ESTABLISHING A START-UP SERVICE BUSINESS

**CHALLENGE** Seth Kaplan left a small IT service company to start his own business and needed an effective method to build a customer base without investing heavily in sales and marketing.

**SOLUTION** He registered as a service provider on the OnForce platform, and service requests began trickling in from customers in his region. He started out slowly on OnForce, building his performance ratings by delivering high levels of customer satisfaction.

**RESULT** One year later, Kaplan's service requests through OnForce have grown so rapidly that he can't service them alone, requiring that he hire an employee to accommodate his company's rapid growth. Soon, he expects to take on a second employee.

Today, more than half of his jobs come through OnForce. The OnForce marketplace has enabled Kaplan to become known as an expert troubleshooter and service provider. He especially enjoys the higher-end business calls to implement networking, routers and point-of-sale devices. He also appreciates the administrative benefits of OnForce, allowing him to be paid more easily and more rapidly.

**Without OnForce, I wouldn't be able to run my own business.** I love the diversity of service requests I receive, and with OnForce, I complete a job in the morning and get paid in the afternoon.

— Seth Kaplan, Owner, Kaplan Computer Solutions

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