

CASE STUDY

Strengthening Operations for Toler Insulating

Toler Insulating partnered with Archetype SC to simplify IT operations and support reliable, scalable growth.

The Problem

As a well-established insulation contractor serving Central Virginia and beyond since 1994, Toler Insulating has built a reputation for quality craftsmanship, energy-efficient solutions, and trusted service for both residential and commercial clients. However, rapid growth in project volume and reliance on digital systems exposed critical technology challenges that began to hinder operational efficiency and team productivity.

Despite their deep industry expertise, Toler's internal IT environment was struggling under the weight of three core issues:

- Unstable network connectivity that regularly disrupted communication between field teams and the office, impeded access to cloud-based tools, and caused intermittent downtime during peak operational hours.
- Multiple ransomware events that exposed vulnerabilities in their infrastructure, jeopardized sensitive data, and created a heightened need for proactive cybersecurity measures to protect both internal systems and client information.
- Insufficient internal resources to manage IT in-house, as daily troubleshooting and reactive fire-fighting consumed valuable staff time and diverted leadership focus away from core business priorities.



\$25k /hr

Small businesses can lose \$8,000–\$25,000 per hour of downtime.

Source: IDC (as cited by TruLeap), "How Much Does Downtime Cost Your Business?", 2025.

CASE STUDY

Toler Insulating



- Insufficient internal resources to manage IT in-house, as daily troubleshooting and reactive fire-fighting consumed valuable staff time and diverted leadership focus away from core business priorities.



These compounding problems strained Toler's small internal IT capacity, increased operational risk, and limited the company's ability to scale its technology environment in support of continued growth—all while detracting from its mission to deliver exceptional insulation solutions to customers.

The Solution

To address Toler Insulating's growing technology challenges, Archetype SC implemented a managed services approach designed to stabilize connectivity, strengthen security, and remove the operational burden of IT management from internal staff.

The engagement began with a comprehensive review of Toler's network infrastructure, security posture, and day-to-day technology usage across office and field operations. From there, Archetype SC delivered a layered solution focused on resilience, protection, and proactive support:

- **Network stabilization and resiliency**

Archetype SC redesigned Toler's core network to improve performance and reliability, including the deployment of an enterprise-grade router with LTE failover. This ensured continuous internet connectivity by automatically switching to cellular service during ISP outages—eliminating downtime and maintaining access to critical systems, cloud tools, and communications.

- **Cybersecurity hardening**

Following multiple ransomware incidents, Archetype SC implemented enhanced endpoint protection, threat monitoring, patching, network segmentation and security best practices to reduce attack surfaces and prevent future disruptions. This shifted Toler from a reactive security posture to a proactive, managed defense model.

- **Fully managed IT services**

With limited internal time to manage IT, Archetype SC assumed responsibility for ongoing monitoring, maintenance, updates, and support. This allowed issues to be identified and resolved before impacting operations, while giving Toler's team a single, trusted partner for all IT needs.

Together, these efforts created a stable, secure, and scalable technology foundation aligned with Toler Insulating's operational demands and growth trajectory.



The Results

With Archetype SC's managed services in place, Toler Insulating experienced immediate and measurable improvements across reliability, security, and internal efficiency:

Uninterrupted connectivity

The LTE failover solution eliminated costly downtime caused by internet outages, ensuring uninterrupted access to business-critical systems and enabling consistent communication between office and field teams.

Reduced cybersecurity risk

Since implementing managed security controls, Toler has significantly reduced exposure to ransomware and other cyber threats, increasing confidence in the protection of company and customer data.

Operational focus restored

By outsourcing IT management, leadership and staff were freed from daily troubleshooting and reactive issue management, allowing them to focus on delivering high-quality insulation services and supporting continued business growth.

A scalable IT foundation

Toler now operates on a modern, resilient infrastructure that can grow with the business—supporting new tools, additional users, and evolving security requirements without added internal strain.

The result is a dependable, secure technology environment that supports Toler Insulating's reputation for reliability, behind the scenes and on every job site.

58%

of SMBs now view improved security as a key benefit of working with an MSP.

ConnectWise, "SMB cybersecurity statistics and trends in 2025: What MSPs need to know," July 8, 2025.