MIDWESTCLOUD
Computing

HobbyTown USA | Scalable, 24/7 IT Support That Protects Revenue

HobbyTown USA relies on Midwest Cloud Computing for reliable, around-the-clock IT support across 120+ franchises. By tailoring pricing and extending proven 24/7 infrastructure, MCC ensures sales aren't interrupted, franchise owners get responsive help, and corporate IT is freed from overwhelming ticket volume.

CLIENT: HobbyTown USA

INDUSTRY: Retail / Franchise Retail (Hobby & Craft Stores)

LOCATION: HQ in Lincoln, Nebraska; operations across 120+ franchise locations nationwide

SERVICES: Selling of hobby-related merchandise, including model airplanes, remote-controlled cars & games

ABOUT HOBBYTOWN USA

HobbyTown USA is a national retail franchise with more than 120 locations spanning every U.S. time zone. Each franchise depends on technology to process sales, run point-of-sale systems, and support customer experiences. With over 500 devices in operation, consistent and reliable IT support is mission-critical to keeping retail operations running smoothly.

THE CHALLENGE

Supporting a distributed retail network presented unique IT challenges. Franchise stores regularly submitted help desk tickets during business hours, evenings, and weekends—times when coverage was most difficult to maintain.

Corporate IT quickly became overwhelmed trying to manage the constant ticket flow, and staffing an in-house help desk team for 24/7 coverage proved unsustainable. Ticket resolution delays directly impacted revenue, with individual sales sometimes totaling thousands of dollars.

Larger MSPs in the Omaha/Lincoln area told HobbyTown the problem was too complex and expensive to solve.

THE MIDWEST CLOUD COMPUTING SOLUTION

We partnered with HobbyTown USA to build a scalable, cost-effective IT support model tailored to their needs:

- **Collaborative Discovery:** We worked closely with HobbyTown's IT staff, analyzing years of ticket history to identify patterns and actual support demand.
- **Custom Pricing Model:** Instead of using a standard "per-device" rate—which would have been cost-prohibitive—we created a pricing model based on their real support needs.
- **Proven 24/7 Infrastructure:** Leveraging our experience supporting mission-critical clients like utilities and legal firms, we immediately extended after-hours and weekend coverage aligned with HobbyTown's retail store hours.

By designing our support approach around HobbyTown's real-world operations, we delivered both scalability and cost predictability while ensuring continuous IT coverage.

THE RESULT

Thanks to Midwest Cloud Computing:

- Franchise owners now receive reliable, around-the-clock IT support, reducing downtime and frustration
- Corporate IT staff is free to focus on strategic initiatives, rather than drowning in tickets
- Sales are protected, with rapid ticket resolution ensuring no disruption to high-value transactions
- A tailored pricing model keeps IT support affordable and sustainable across all franchise locations

Overall, HobbyTown USA now benefits from a dependable IT partnership that scales with their franchise model, protects revenue, and delivers consistent support no matter the time zone.

WHAT HOBBYTOWN USA SAYS ABOUT MIDWEST CLOUD COMPUTING

"Partnering with MCC transformed our IT support model. They understood our unique challenges and delivered a solution that keeps our franchisees productive and our business running smoothly."

— JON ASBACH, DIRECTOR OF INFORMATION SYSTEMS, HOBBYTOWN USA

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