LeaPFROG®

Bringing Innovation in Managed IT and Cybersecurity Space

It was 1998, and Claire Lewis (Yum) Arnold, the future CEO of Leapfrog Services, was seated at her dining room table, discussing an all-too-common problem with her partner. A critical networking issue had arisen, but the only person with the information and expertise to resolve it—the IT guy—was unavailable. Frustration bubbled over, and a simple yet transformative thought struck her. There had to be a better way.

This moment sparked the idea that would become Leapfrog Services, founded later that year to grow into one of the first providers to offer remote IT management services.

MEETING MID-MARKET IT AND SECURITY NEEDS

Leapfrog's journey began as an IT infrastructure and end-user support services provider. Over time, it expanded into hardware and software as a service (HaaS / SaaS), private/public cloud services and co-management offerings to mid-sized businesses. While security was always woven into its approach, Leapfrog invested to broaden its capabilities to include cybersecurity governance, risk and compliance (GRC).

Today, Leapfrog delivers a full spectrum of infrastructure management, cloud solutions, end-user support, managed security and cybersecurity advisory services for the countless medium-sized businesses that find it difficult to maintain in-house resources or expertise. By delivering holistic solutions, Leapfrog aims to be more than just a problem solver—it seeks to offer reliability, scalability and advanced IT capabilities to help businesses navigate complex technology challenges.

"Clients often require support for up to 15 different IT disciplines—expertise that's costly for mid-sized businesses to maintain in-house," says Reeves Smith, sales director. "We

provide this expertise, enabling businesses to achieve a maturity model they couldn't otherwise afford."

Unlike other managed service providers, Leapfrog's innovative approach to cybersecurity integrates GRC into broader business strategies. Its CyberRisk Beyond IT program, led by its Chief Security Officer, offers a long-term strategic enterprise risk, management view missing in many traditional IT security services.

"We're not about technology for technology's sake. Our goal is to unlock business value through technology, focusing on meaningful outcomes," says Karl Kleinert, COO.

THE POWER OF FROGMA

At the heart of Leapfrog's operations is a special culture called Frogma, which embraces the core principles of service, people and integrity. This culture shapes how Leapfrog interacts with and sustains long-term partnerships with clients, and is central to its high client retention rate of 96 percent.

"Frogma is about building a culture that empowers our team to go above and beyond for clients. It helps us attract and retain top talent and fosters partnerships focused on mutual growth rather than one-time transactions," says Emmett Hawkins, CTO.

This culture pushes Leapfrog to help others in the community with its skills and expertise. From volunteer hours to program support and discounted pricing for non-profits, Leapfrog gives back wherever it can. Since its inception, Leapfrog has donated more than $3 million in technology services to non-profit clients.
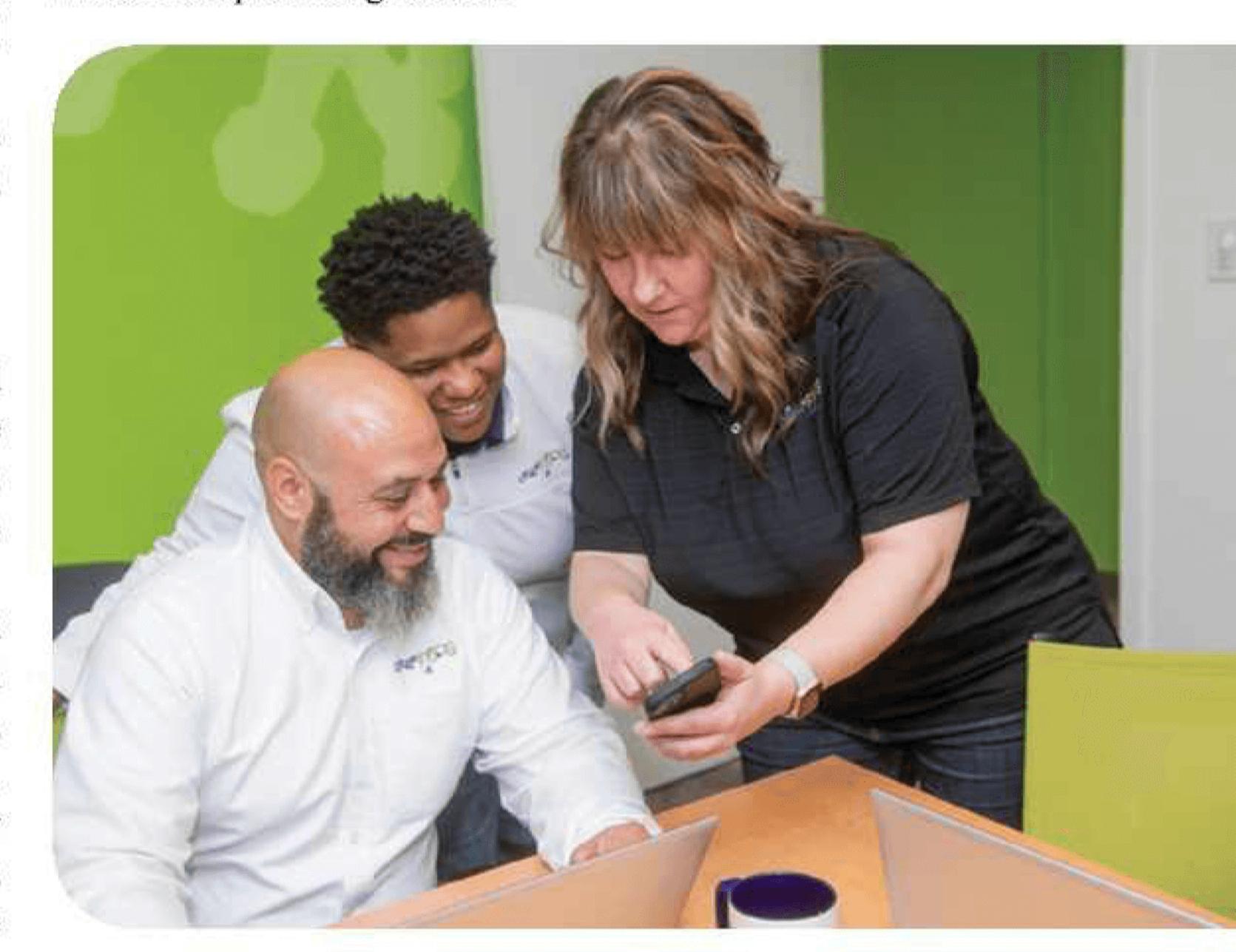
PROVEN SUCCESS STORIES

Leapfrog is renowned for its ability to complete challenging projects under tight timelines. In one instance, the company enabled a seamless IT transition for a national industrial manufacturer undergoing a private equity-backed carve-out in just 60 days, without downtime.

In another case, Leapfrog responded to a crippling cyberattack incident for a new client, managing incident response, restoring operations and designing a resilient IT environment to prevent future incidents.

Innovation is central to Leapfrog's clients and its growth. It actively benchmarks its offerings against peers and stays attuned to emerging technologies, including AI and the convergence of operational technology (OT) and the Internet of Things (IoT). By expanding its expertise in these areas, Leapfrog can guide clients through increasingly interconnected IT ecosystems to achieve competitive advantage and greater business value.

As IT grows more complex, Leapfrog continues to innovate with hybrid cloud offerings and co-management solutions. A hybrid cloud enables clients to balance on-premises and cloud resources, optimizing costs and flexibility. The co-management model, another Leapfrog specialty, allows businesses to share responsibilities between the best in-house teams and high-performing Leapfrog experts. This collaborative approach offers clients flexibility and reliable support, enhancing scalability without compromising control.

> **We're not about technology for technology's sake. Our goal is to unlock business value through technology, focusing on meaningful outcomes**

"Our clients rely on us for thought leadership and business results—not just technology solutions," says Kleinert.

Leapfrog's forward-thinking approach is built on being cognizant of the industry trends while meeting client needs. Its active engagement with emerging technologies and best practices steers it ahead of the competition in the MSP sphere, ensuring that it remains a top-tier provider for companies seeking innovation and stability. CR