



CITY OF NORTH MYRTLE BEACH MONTHLY REPORT

INFORMATION SERVICES - JANUARY 2025



MONTHLY SUMMARY

In **January 2025**, the IT team at the City of North Myrtle Beach continued to provide critical technical support and system administration services. The Help Desk efficiently handled user requests, while the system administration team focused on infrastructure maintenance, data security, and system optimizations.\

Key Highlights:

Help Desk Performance:

- Managed **168 new tickets**, resolving **128**.
- Peak activity occurred from **9 AM to 12 PM**.
- Tasks included user account setups, email management, and device configurations.
- Mean Time to Resolve: **6 days, 21 hours, 52 minutes**.

Systems and Security:

- Recovered **NMB Cluster data loss** after Jumbo Frame reconfiguration.
- Completed **VDI storage installation** and configuration updates.
- Deployed **updated security patches** for software and network stability.
- Ensured **99% antivirus protection** across all devices.

Website and Visitor Statistics:

- Top Pages: Beach Cameras, North Myrtle Beach Overview, and Aquatic & Fitness Center.
- User Engagement: Increased traffic compared to December.
- Geographic Distribution: Highest activity from the United States, followed by Canada and France.

DETAILED REPORT AND ANALYSIS

Help Desk Performance:

In **January 2025**, the Help Desk team managed **168 tickets**, resolving **128** with **26 tickets still open**. The busiest time was between **9 AM and 12 PM**, during which the team handled email issues, user account setups, and IT service requests. Notable improvements included:

- **User onboarding process streamlining** with faster account creation.
- **Increased efficiency** through automation and optimized workflows.
- **Higher first-response rates**, despite a longer mean resolution time.

Systems and Security:

The system administration team completed several critical updates, including:

- Recovery of lost NMB Cluster data following a system failure.
- VDI storage installation and setup, improving virtual desktop performance.
- Removal of outdated security software and deployment of updated monitoring tools.
- Migration of virtual machines to newly designated VLANs for better performance.

Web Analytics Report for January 2025

Top 10 Pages by Page Name:

1. Beach Cameras | North Myrtle Beach
2. North Myrtle Beach, SC Overview
3. Aquatic & Fitness Center | North Myrtle Beach
4. Search | North Myrtle Beach
5. Bill Pay | North Myrtle Beach
6. Parks & Recreation | North Myrtle Beach
7. Group Fitness Schedule | North Myrtle Beach
8. City Events Page
9. Public Safety Announcements
10. Tourism Information

Additional Insights:

- New Users: 44,000 new visitors.
- Total Users: Sustained engagement across key pages, with 50,000 active users.

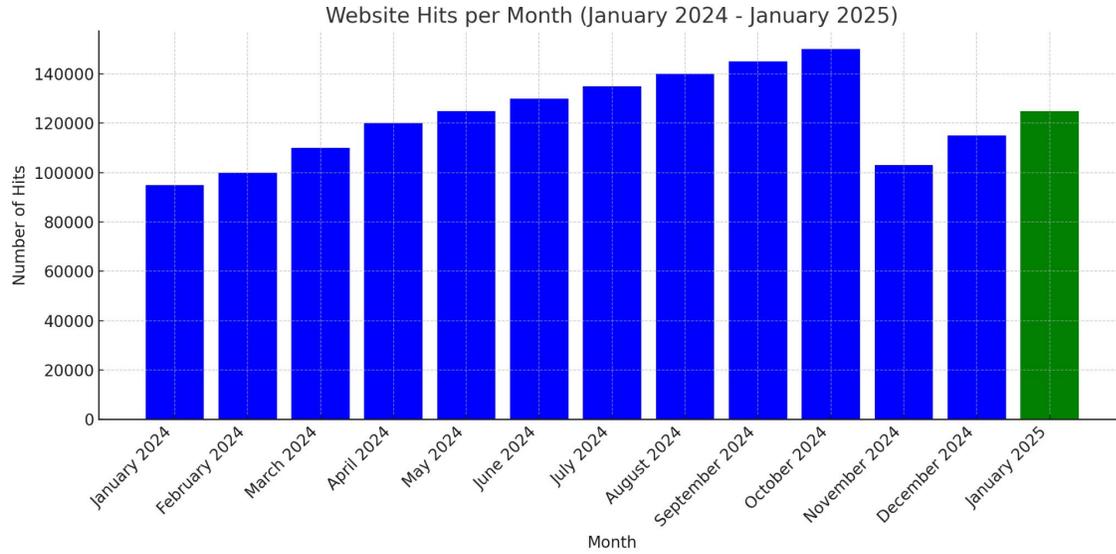
Top Traffic Sources:

- Organic Search: 52,000 users
- Direct Traffic: 23,000 users
- Referral Traffic: 4,500 users
- Organic Social: 3,300 users

Geographic Distribution by Country:

- United States: 48,000 users
- Canada: 593 users
- France: 167 users

CHARTS



Distribution of Resolved Tickets by Day of the Week

