



CITY OF NORTH MYRTLE BEACH MONTHLY REPORT

INFORMATION SERVICES - APRIL 2025



MONTHLY SUMMARY

In April 2025, the IT team at the City of North Myrtle Beach continued to deliver dependable support and strategic system administration services. The Help Desk team handled a steady flow of support tickets, addressing most issues promptly. The system administration team carried out critical infrastructure maintenance, expanded virtual services, and strengthened security protocols across the city's IT environment.

Key Highlights:

- **Help Desk Performance:**
 - Managed 191 tickets: 158 closed, 3 investigating, 27 open, 2 awaiting shipment, 1 resolved.
 - Peak ticket activity occurred from 9 AM to 12 PM.
 - Top activities included email redirections, account management, and device setup.
 - Resolved various system issues and provided timely user assistance.
- **Systems and Security:**
 - Completed patching and updates across city-wide systems.
 - Managed seasonal, part-time, and full-time user account modifications.
 - Continued efforts to transition from legacy infrastructure and prepare for disaster recovery.
 - Performed virtual server configurations, user access control, and policy enforcement.
 - Investigated and resolved a storage snapshot issue affecting a financial application server.
- **Website and Visitor Statistics:**
 - **New Users:** 57,000
 - **Total Active Users:** 65,000
 - **Top Pages:** North Myrtle Beach Overview, Search, Aquatic & Fitness Center, Beach Cameras, Park & Sports Complex.

DETAILED REPORT AND ANALYSIS

Help Desk Performance:

In April 2025, the Help Desk team opened 191 tickets and closed 158. The busiest periods were from 9 AM to 12 PM, with the most tickets logged on Wednesdays (63) and Tuesdays (54). Frequent support tasks included redirecting emails, onboarding seasonal and part-time staff, deactivating accounts for departing employees, and resolving system access or configuration issues. Ticket resolution was efficient, with 54% resolved within 5 hours and an average resolution time of 3 days, 8 hours, and 31 minutes.

Systems and Security:

The system administration team executed key improvements across infrastructure and security operations:

- Applied system-wide patches and performed monthly maintenance updates.
- Configured new virtual services and expanded data storage capabilities.
- Managed onboarding and permissions for a variety of employee roles.
- Updated internal applications and user access systems.
- Improved endpoint security coverage and implemented updates to login policies.
- Resolved a technical issue involving stalled snapshot operations on a finance system, restoring normal function without data loss.

Endpoint protection was active on **66% of devices**, with **97% disk health compliance** maintained across monitored assets.

Web Analytics Report for February 2025

Top 10 Pages by Page Name:

1. North Myrtle Beach Overview
2. Search – North Myrtle Beach
3. Aquatic & Fitness Center
4. Beach Cameras
5. Park & Sports Complex
6. Chair & Umbrella Rentals
7. Bill Pay – North Myrtle Beach
8. Public Safety Announcements
9. Tourism Information
10. City Events

Additional Insights:

- **New Users:** 57,000
- **Total Users:** 65,000
- **Top Traffic Sources:**
 - Organic Search: 64,000
 - Direct: 25,000
 - Referral: 5,100
 - Organic Social: 5,000
- **Geographic Distribution:**
 - United States: 64,000
 - Canada: 275
 - Ireland: 120