

“Pure Play” MSP, Powered by Autotask & N-able

COMPANY PROFILE

masterIT is a 17-person Managed Services Provider (MSP) based in Bartlett, TN serving small and medium-sized business clients. **masterIT™** was founded in 2005 with a clearly defined mission for its business: provide service on a high-margin, recurring revenue model; reduce the customers’ total IT costs; and maintain a high level of customer intimacy throughout the relationship.

BUSINESS CHALLENGES

One year after its inception, masterIT rolled in the activities of a local service provider, Wisetech, with the goal of becoming a “pure play” MSP targeting companies with 20-250 users. To do that, they would need the right tools, including remote monitoring, ticketing and CRM. After due diligence, masterIT purchased Autotask’s back-end business management solution and N-able’s N-central® remote monitoring and management platform. In every step of their workflow, they asked the questions “what is the right way to do this?” and “how do we automate it?”

“N-able and Autotask gave us the opportunity to rewrite our work flows and improve the way we address

client issues,” says Michael Drake, masterIT Chairman and CEO. “Changing a company’s culture is not easy, but the manual processes that work in small companies do not scale well. By automating, we have become a stronger organization.”

“We operate under a strict philosophy that gives us incredible insight into our customers, if it’s not in Autotask, it doesn’t exist.”

Skeptical at first, masterIT’s service engineers soon saw the potential of adopting Autotask and N-able—it would allow them to serve clients better by being proactive, and by automating numerous processes and procedures.

THE AUTOTASK / N-ABLE SOLUTION

Autotask and N-able are essential to masterIT’s business. The integration of the two solutions adds significant value in terms of streamlining workflows and automating processes.

- When the monitoring engine in N-able’s N-central platform triggers an alert, it automatically creates a ticket in Autotask
- The ticket is automatically assigned to the proper engineer
- Based on the Service Level Agreement, the ticket is handled remotely, escalated, or the tech is dispatched to the customer site.

A pioneer in the Hardware as a Service (HaaS) model, masterIT uses Autotask to pre-schedule tickets so that every member of their team knows which equipment is due to be replaced and when. Autotask also creates reminders that trigger procurement activities for new equipment and remarketing for old equipment.

BEFORE AUTOTASK

- ✗ Communication between team members was not efficient
- ✗ Unable to keep track of what IT infrastructure and IT issues the client had, and what they were spending on it
- ✗ Relied on numerous manual procedures to keep track of time

AFTER AUTOTASK

- ✓ Adopted a new way of working with clients to help them be more successful
- ✓ Provides beneficial info to stakeholders and receive useful info back
- ✓ Having the information to see things as they are, not as we wish them to be

“It’s a communications tool, a management metrics tool, and a human resource tool.”

Prospects of masterIT undergo a financial assessment, a Total Cost of Ownership Analysis and a complete network evaluation. This information is housed in Autotask, and used to stage pre-briefing sessions before visiting a new client to position the solution in terms of overall cost savings.



Michael Drake, CEO, masterIT

“We don’t send people in blind,” says Drake. “Sometimes the client’s in-house IT staff can be hostile toward us. We need to say the right things to demonstrate that we are IT advocates...not the enemy.” masterIT has adopted the philosophy of Autotask as an effective central repository and has a mantra among its employees, “if it’s not in Autotask, it doesn’t exist.”

Drake understands that the key to keeping clients happy as a pure play MSP is demonstrating value. You’re no longer in front of them fighting fires, so it is essential that you are able to demonstrate the number of fires you prevented. The “high level of customer intimacy” integral to master IT’s success includes “Wellness Visits” to review client tickets, do capacity planning and demonstrate why hardware components may require repair or replacement.

Drake says: “Autotask helps us to look at our critical business metrics. We budget a certain number of hours for particular tasks, and we can see how efficient we are. Autotask also gives us the tools to view the performance of our people.”

CLIENT COMMENTS

masterIT recognizes Autotask for supporting each of the company’s core values:

“**Autotask helps us innovate** by bringing a new way of working with clients to help them be more successful.”

“**Autotask helps us communicate** by giving us the tools to transparently give beneficial information to stakeholders and receive useful information back from them.”

“**Autotask helps us face reality** by giving us the information to see things as they are, not as we wish them to be.”

“And, finally, **Autotask helps us to serve**—as we work for our clients and care and share with our employees, vendors, and stakeholders.”

AUTOTASK OVERVIEW

Autotask is the #1 business management software for all types of IT service providers and consultants.

Web-based, available on demand.

Autotask combines

- Service desk
- Project Management
- Dispatching
- CRM
- Time-tracking
- Billing
- Reporting

BENEFITS OVERVIEW

- Manage resources, people and projects more efficiently
- Capture more billable time and increase profits
- View profitability instantly at any time
- Boost customer satisfaction and retention
- Slash waste, confusion and firefighting

REQUEST YOUR DEMO AND FREE TRIAL TODAY!

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