

masterIT Ramps up for Rapid MSP Success with N-able's Velocity System™

CASE STUDY



About masterIT

A leader in technology services for small and medium-sized businesses, offering a proven service portfolio for clients looking for simple monitoring services to complete outsourced IT solutions. masterIT's proactive services enable clients to lower IT service costs, usher in a new sense of business security and, foremost, provide clients peace of mind knowing their IT services are in trusted hands.

Location: Memphis, TN

Website: <http://www.master-IT.com/>

Challenges

Needed technology and business support to deliver fixed-fee services to organizations with 20 to 250 users

Reporting to demonstrate business value to C-level and other customers

Automate services to contain costs and maximize profit

Solution

N-able Technologies® Velocity System

Benefits Realized

Rapid market entry and sales success

Ability to reduce customers' IT costs and end-user downtime

Use automation to support more seats with fewer engineers

Gain a competitive advantage through consistent, cost-effective service delivery

If you're exploring managed services as a business model and wondering whether it can put you on a fast track to sustained success, look no further than Michael Drake and his high-growth company masterIT.

An established IT executive who's seen how the market can chew up businesses that deliver break/fix service, Drake has fully embraced N-able's remote monitoring and management solution and quickly used it to build a thriving pure-play managed services practice in less than 18 months.

"We would like to be seen as the poster boy of success for managed service providers (MSPs) in the North American market," says Drake, masterIT's Chairman and CEO.

Exactly how successful is it? Very! In just five months using N-able's Velocity System, masterIT rolled out a set of unique managed services and secured 15 highly coveted fixed-fee accounts. "The last two projects we signed as pre-cursors to our fixed-fee services exceed \$250,000 in combined revenue," says Drake, "and it's just the beginning."

Seeking a more lucrative business model

Picture yourself building an IT services business largely from scratch. That was the scenario Drake faced in early 2006, shortly after he founded masterIT in Memphis, TN. An 18-year IT veteran, Drake knew the financial and operational issues of offering break/fix or even responsive services and had resolved to look for a more lucrative business model that would produce rapid results and lasting success.

Drake and business partner Gary Wiseman wanted masterIT to generate substantially higher margins and enjoy a competitive differentiation by offering a comprehensive set of IT services delivered at a consistently world-class level. They did their homework and came away convinced that managed services was the way to go.

"Managed services gives us everything we want in a business model," says Drake. "It ensures that our customers' networks are proactively monitored and managed so that all of the devices run at optimal levels, with virtually no downtime for users. And it gives us a competitive advantage by enabling us to automate our services and deliver them at a higher level than our competitors."

Once it was decided that masterIT would be an MSP, the key to success was to standardize on a managed services solution that would serve as the technology foundation for the business. Drake and Wiseman, the company's President and CTO, did their homework there too, choosing Velocity System on the strength of its N-central® remote monitoring and management platform and the business and technical support that N-able provides through its Velocity Blueprint for Success.

"The ability to create business value messaging, marketing collateral and Web site content and to set up the product itself – all utilizing N-able personnel and support – dramatically reduced our time to market by at least six months."

– Michael Drake, Chairman and CEO, masterIT

"Our two main messages to prospects are that we will measurably lower the total cost of ownership of their infrastructure and that we will give them hassle-free IT."

"N-able's solution stood out in many ways, but the main one is their business transformation services. They treated the first two months as a training bootcamp where we learned MSP go-to-market strategies and best practices for setting up a NOC (network operations center)," Drake says. "The ability to create business value messaging, marketing collateral and Web site content and to set up the product itself – all utilizing N-able personnel and support – dramatically reduced our time to market by at least six months."

Drake was also sold on Velocity System's ability to reduce service delivery costs by enabling masterIT to support more seats with fewer technicians, to automate important tasks such as patch management and to streamline workflows. To date, 800 client seats have been added to masterIT's N-central dashboard and another 600 are in the backlog to be delivered by year end.

masterIT's market success hasn't occurred by accident or good fortune. It's the product of an integrated sales strategy that covers all of the bases and emphasizes the benefits of managed services. "The way we've branded our offering is right out of the N-able playbook," Drake says.

Selling 'hassle-free' IT

"Our two main messages to prospects are that we will measurably lower the total cost of ownership (TCO) of their infrastructure and that we will give them hassle-free IT so they can focus on their core business. They come away with peace of mind from knowing they have enterprise-strength technology and IT experts working for them – and the budget predictability that comes from one set monthly fee."

One prospect that liked what it heard was the Memphis office of commercial real estate giant CB Richard Ellis. As part of its engagement strategy, masterIT conducted a network assessment and produced a TCO report for the office, which employs more than 65 people. The TCO report showed how much the office spends on IT each month and proposed changes to reduce costs and stabilize spending. The proposal included hardware-as-a-service – in which masterIT procures, installs and services all hardware and software for the customer – as well as remote monitoring and management.

CB Richard Ellis signed a fixed-fee contract that is now generating big savings, reducing the office's IT TCO, in hard dollars, by 25%. In particular, consolidation of technology and services used by the office's field sales team led to direct savings and virtually eliminated downtime and lost productivity.

Buoyed by masterIT's rapid success with the managed services model and N-able's MSP platform, Drake is looking ahead to a prosperous future and even greater business growth. "We project natural, organic growth combined with partnering into other cities and our business plan calls for management of 25,000 seats within five years."

25,000 seats ... it's an aggressive strategy that will require great execution and optimal use of N-able's solution. You'd expect nothing less from the poster boy for MSP success.

About N-able Technologies®

N-able Technologies is the preferred global supplier of remote monitoring and management technology and business transformation services for managed service providers. N-able's proven platforms offer the right combination of technology, people and processes, which help IT service providers to deliver highly profitable managed services to small- and medium-sized businesses.



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