

It's Good to be an MSP

Despite record growth rates, IT Authorities says the best is yet to come

CASE STUDY



About IT Authorities

IT Authorities is a leading managed service provider that proactively monitors and provides rigorous preventative maintenance on computer networks with unlimited support for a flat monthly fee. The company also specializes in creating disaster recovery solutions and high availability systems.

Location: Tampa, FL

Website: www.itauthorities.com

Challenges

Standing out from other IT service providers

Removing operational inefficiencies

Reducing customer visits to minimize costs

Making the transition to managed services

Solution

N-central remote monitoring and management software from N-able

N-compass MSP performance reporting software from N-able

Benefits Realized

Profits soar by 2,800 percent

Sales up by 616 percent year-over-year

Reduced staff while tripling customer base

Record utilization rates

Truck rolls down by 82 percent

In March 2006, IT Authorities launched itself into managed services knowing that its unique corporate culture, combined with a best-in-class managed services platform, would translate into a booming services business that would offer a steady revenue stream and make for happy customers.

“The buzz and the energy within our company are really second to none,” says Jason Caras, President of the Tampa, FL.-based managed service provider (MSP). “We always hire very motivated people and strive to follow industry best practices when it comes to IT solutions and customer support.”

According to Caras, the company’s drive for best-in-class services is what led IT Authorities to N-able Technologies®, the leading supplier of remote monitoring and management software for IT automation and managed services. “After considering several options – many being too expensive and complex – we chose N-able to help us make the move to managed services.”

Blueprint for success

Using N-able University™, IT Authorities quickly educated itself about how to leverage the N-able tools and develop its managed service offering. “The education and support resources that N-able provided assured us that we could take the leap,” says Caras. “They walked us through every aspect of the transition, starting with an analysis of where we were, and they gave us a blueprint for success and a way of educating our salespeople and engineers.”

The remote monitoring and management capabilities found within N-able’s N-central® on-premises platform are another clear differentiator and have helped IT Authorities reduce the number of truck rolls to customer sites by 82 percent. “N-central allows our engineers to focus on preventing problems rather than spending time putting out fires,” says Caras. “It used to be crazy with people running around reacting to one crisis or another and now it is a controlled professional atmosphere.”

“N-able’s N-central and N-compass software give us the basic pillars that we need to communicate with our clients effectively. N-able’s monitoring, management and notification systems are all as good as it gets, and the platform provides the most robust reporting engine out there.”

– Jason Caras, President IT Authorities



"N-central allows our engineers to focus on preventing problems rather than spending time putting out fires."

"It's been a great year and we have several deals in the hopper today that could bring the number of devices we monitor into the tens of thousands."

**– Jason Caras, President,
IT Authorities**

Tech utilization rates soar

But the benefits don't stop there. According to Caras, IT Authorities has reduced its team of technicians from 22 to just eight, while tripling its customer base. The help desk consistently achieves utilization rates of over 90 percent, while field tech utilization is consistently over 85 percent. "There's been at least a 20 percent shift and, even better, our quarterly customer reviews have improved dramatically," says Caras.

Detailed reports and regular meetings are important staples that IT Authorities uses to keep customers aware of the value it brings to the table. N-able's N-compass™ reporting engine is used to generate reports that demonstrate the business value of managed services by highlighting key service performance metrics such as uptime, capacity and security.

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In the past two years, IT Authorities has landed many new accounts and is actively monitoring more than 1,500 desktops for its small to mid-sized customers. The company also increased its sales in the first quarter of 2008 by 616 per cent over the previous period in 2007. This year, IT Authorities has already surpassed all of 2007 sales while upping gross profits by an astonishing 2,800 percent. "It's been a great year for revenue and profits as well as for the building of a solid and reliable internal operational foundation that is now supporting our exponential growth", concludes Caras.

About N-able Technologies

N-able Technologies is the preferred global supplier of remote monitoring and management technology and specialized business support 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. N-able maintains operations in North America, the U.K., Asia-Pacific and Australia.



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