

Managed Services Shape New Offerings for Data Applications

CASE STUDY



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Rich Kaeufer,
Co-owner, Data Applications

Profile

Data Applications has been offering extensive IT services in the Dallas/Fort Worth/Austin area for over 37 years. From on-site visits to workstation and computer support, Data Applications has made its name as a leading services provider. Building on its reputation as a trusted partner for both public and private sector organizations, Data Applications has now branched out to offer remote IT management with the assistance of N-able.

Situation

By mid-2002 this change was in full effect at Data Applications. Looking to increase his company's efficiency and expand his offerings, Rich Kaeufer, co-owner of Data Applications, wanted to offer remote network management services for SMBs. Kaeufer knew remote management would free up his staff to focus on more customers and most importantly, increase their recurring monthly revenues.

Data Applications had 12 staff on-board boasting a variety of certifications and expertise. They had the staff to grow the business and the recognition in the marketplace to attract new customers – all Kaeufer needed next was the right remote network management solution to complete his transition.

Opportunity

Data Applications evaluated a variety of management tools to see which would be the best for their growth plans. Their criteria was based on:

1. Flexibility: "We're not a cookie-cutter company, so a solution that we couldn't tailor to our needs just wouldn't do!" said Kaeufer. "All our customers want something different and N-central allows us to create those custom services."
2. Adaptability: Data Applications' customer base is very diverse and it's common to have to deal with a variety of products and platforms. Having a solution that is scalable and applicable to many different environments is a critical factor.
3. Multi-Purpose: "As well as providing network support, we service right down to the elements like the desktop and the printers levels. Monitoring these services remotely enables us to keep a virtual eye on the entire IT infrastructure and ensure everything is running smoothly."



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Fast Facts

- ▶ **Partnership Level:**
Platinum
 - ▶ **Location:**
Addison, TX
 - ▶ **Business Focus:**
IT Service Management
 - ▶ **Target Market:**
Public Sector and SMB
 - ▶ **# Of Employees:**
12
 - ▶ **Web:**
www.data-app.com
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Solution

N-able and Data Applications worked together to install N-central and train the company on how to use the solution. N-able University, N-able's online and classroom training, was the first stop for Kaeufer's team members who would benefit from the extensive courses on how to use, sell and market the solution. Since completing the training, Data Applications has developed new marketing collateral, is adding a new sales team member and planning a launch event to draw interest from new and existing clients about their new service offerings.

Benefit

When Data Applications first installed N-central, they had immediate results – in their own server room. The same day they installed the software, it alerted them that their back-up software required maintenance. They had configured alerts internally that would let them know when preventative maintenance was required so they were always prepared to service their clients 24x7.

N-central has been a valuable addition for Data Applications' clients since they began to offer the solution. One client in particular has a printer type that requires scheduled maintenance or the printer will shut down until a hardware technician comes in. With N-central, they can monitor that device, proactively schedule the maintenance and eliminate the need for an emergency service call and related loss of productivity – all while the client maintains its regular workday.

For Data Applications, this low-cost, high value service equals success. With N-central, success like this is just a phone call away.

About N-able:

N-able Technologies™ is a leading provider of service management software that manages information technology and security services from a business perspective. Our product line delivers availability, performance reporting, security event and business service management to multiple customers or locations through a central Web console. N-able's product line is distributed through a global partner network of system integrators, outsourcers and value-added resellers evolving IT services from reactive to proactive to managed.



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