

MANAGED SERVICES TRANSFORM AUSTRALIAN MSP



ABOUT:

Dynamic Business Technologies provides client-focused fixed fee and reactive service solutions, offering industry certified professionals and best-of-breed technologies.

Location: Warners Bay, New South Wales, Australia

Website: www.dbtechnologies.com.au

Challenges:

- Successful break/fix business needed a fresh start to grow and automate its operations without alienating its existing client base.

Solutions:

- By moving to an MSP model that uniquely suited its business, Dynamic Business is now automating as many of its IT services as possible through use of N-able's N-central for remote monitoring and management, N-compass for IT performance reporting, and Security Manager | Endpoint for advanced data protection. Disk-based backup via Backup Manager is also now being implemented.

Benefits:

- Customers get service excellence so that technology is not a burden, but a driving force in their business.
- Dynamic Business has experienced accelerated growth, building new recurring revenue streams while maintaining its staffing level at six engineers.

Nathan Franks' very first view of managed services in action immediately convinced him to change his business model.

As the founder, director and principal consultant of Dynamic Business Technologies, an Australian managed services provider (MSP), Franks says that while his company successfully served its 30 clients with reactive, break/fix services, it needed a fresh approach to grow the business and take it where he wanted it to go.

"At first, managed services seemed too good to be true," he says. "But seeing the change it would make in our business made it a case of not *if* or *when*, but how fast could we get there," says Franks.

"Australia is quite dispersed—we serve a region of 500 kilometers—and we knew right away that remote managed services would be a better way of servicing most of our clients," he says.

To get the business moving, Dynamic Business partnered with N-able Technologies®, the global leader in remote monitoring and management (RMM) software solutions, which automated a wide range of IT services and routine IT tasks. The growth was astonishing and almost instantaneous: in the past three years since adopting the platform, Dynamic Business expanded at a 40 per cent clip year-over-year, notes Franks.

In recognition of that growth, Dynamic Business was awarded the honor of Top Contributor at the N-able Partner Summit in October 2010 and the N-able Australian Partner Summit in July 2011.

A good deal of that business has come from the MSP's core customer base, 80 per cent of which resides within 100 kilometers of the company's headquarters. How'd they do it? Well, rather than attempting to convert its long-standing break/fix clients to a pure managed services model, Dynamic Business instead elected to offer them improved performance, Franks says.

"At first, we intended to become a pure-play managed services company, but N-able discouraged it," he says. "N-able's 'Blueprint for Success' process educated us on the entire range of services and we worked with them to uniquely craft our services offering," he says.

"A lot of our older clients liked the way we did work before," says Franks. "To ease the transition to our new business model, from the outset we approached it as 'reactive service with benefits' because it would allow us to respond more quickly to them," he states.

Dynamic Business deploys N-central® for RMM, N-compass™ for IT performance reporting and Security Manager | Endpoint for advanced data protection, which it offers as a requirement for new clients. The MSP is just starting out with N-able's Backup Manager, a new disk-based backup solution that makes it easy to protect and recover customers' business data on physical and virtual servers.

Dynamic Business offers three levels of service—called Foundation, Encompass and Unity—which feature ascending degrees of engagement. Many of its long-standing clients opt for the Foundation service because it covers their servers with what Franks calls a "proactively reactive service that tells us what happens as it happens."

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– Nathan Franks, Dynamic Business
Director and Principal Consultant

While the company’s Encompass service is set up to monitor and manage every device on a customer’s network, its high-end Unity service is a full, fixed fee, managed offering that includes hardware-as-a-service, disaster recovery, firewall and virtual CIO services, says Franks.

“All of our models have recurring revenue in them, although Foundations and Encompass are not fully fixed fee,” he says. “Our Unity service is for clients interested in optimizing their networks,” says Franks.

Right now, slightly less than half of Dynamic Business’ customers are on a fixed fee contract but the trend is moving in that direction, he says. Its primary sales targets are SMBs (small- and medium-sized businesses), with a special focus on the real estate and accounting verticals, Franks notes.

“When we moved into vertical markets, we saw an exponential change in the way we were able to work,” he says. “With real estate clients, we know and understand their crucial applications and we have specific maintenance tasks N-central does for them,” he says.

Franks says that, thanks to N-able’s technology, Dynamic Business has experienced accelerated growth, while maintaining its staffing level at six engineers. “Our mindset internally is to automate as much as possible,” he says. “We don’t have to add staff if we can grow with what N-able does for us.”

“Dynamic Business’ secret weapon is that it listens carefully to its clients,” says Franks. “We have an educated client base and we have the people, professionalism and expertise to give them the best results possible,” he adds.

Next Steps

- [Read more case studies about N-able’s MSP Partners](#)
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