

AUSTRALIAN MSP IT EASY DOES IT ALL FOR SMBs



ABOUT.

IT Easy was formed to service the technology needs of companies that are challenged with not only understanding and managing their IT infrastructure, but also struggling to put it to good use. The MSP has continued to solve these issues for many more clients over the years. The work it does with its clients varies from writing the occasional piece of software to managing their entire IT infrastructure.

Head Office: Sydney, Australia

Website: www.iteasy.com.au

Challenges:

- Rapid growth is the biggest challenge.
- Keeping costs down for customers.
- Providing prompt customer service across a broad region.
- Looking to improve upon its investment in own managed services technology.

Solutions:

- Partnered with N-able Technologies, a like-minded IT vendor, to utilize their industry-leading managed services offerings including the N-central platform for RMM; N-compass for reporting; and N-support Pro for help desk services.
- N-able's Freemium model provides a key selling point for new business acquisition and for onboarding customers quickly, efficiently and cost effectively.
- IT Easy's "Intelligent Hands" of 1,170 contract system engineers allows the MSP to achieve broad geographic reach.

Benefits:

- Increased efficiency in providing services and faster response times, even as the MSP expands across Australia and New Zealand: 92 per cent of service tickets are answered within eight minutes.
- Transparency, fiscal predictability and scalability for clients, leading to improved client satisfaction and relationships.
- IT Easy continues to achieve year-over-year growth: a 62 percent revenue increase is projected for this fiscal year.

Long before many IT solution providers had heard about or understood the managed services model, IT Easy already had signed its first fixed monthly client service contract. Indeed, only six years after opening its doors, the innovative, Sydney, Australia-based managed service provider (MSP) pioneered managed services with its customers.

"We were innovating the model right from back then," says Gavin Evans, IT Easy's managing director. "Our client base wanted the cost benefit of a fixed monthly fee contract and we had a systems engineering and software development team capable of executing it," he says.

While IT Easy's business model has evolved significantly since then, small and midsize businesses (SMBs)—primarily companies ranging from 20 to 200 employees—remain its core targets. The SMB segment of the business community in Australia accounts for about 85 per cent of all commercial entities, notes Evans.

The majority of IT Easy's SMB customers come from financial services firms, non-profit organizations and recruitment agencies. "We have a good blend of local Australian businesses and outlets for global organizations," Evans says.

"Our business case for SMBs is overwhelmingly compelling," he notes. "The reality is SMBs spend too much money on IT but they can shave half to two-thirds of their costs by outsourcing to us."

"We designed a model, specifically for SMBs, which we have evolved over many years to give them the transparency and fiscal predictability of a fixed monthly fee contract centered on customer relationships and efficiency," he says.

In addition to managed services, the company delivers project management, disaster recovery, client relationship management and custom software development. IT Easy also offers cloud computing services such as desktop-as-a-service. "We offer a flexible shopping list of 85 services clients can pick and choose from," says Evans.

Partnering with N-able Enhances Business Model

About two years ago, IT Easy decided to migrate its roster of managed services clients to N-able Technologies®, the global leader in remote monitoring and management (RMM) software, by utilizing its N-central® RMM platform. The MSP currently has nearly 5,000 nodes under management—a device monitoring load that is growing rapidly, explains Evans.

Although IT Easy had invested heavily to develop its own managed services technology, N-able's "company culture and technology were too compelling to pass up," says Evans.

IT Easy uses N-central for RMM, N-compass™ for reporting and N-support Pro™ for its help desk operations.

"N-able meshed seamlessly into our existing business model," he says. "We have a strong relationship with N-able's senior management and they are an excellent partner to work with."

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– Gavin Evans, IT Easy Managing Director

N-able's Freemium model is a key selling point as the MSP attracts new customers. In using a Freemium strategy, prospects who are unfamiliar with the managed services model and the advantages of monitoring and reporting are able to experience and benefit from the technologies for a period of time at no cost. This has enabled IT Easy to offer valuable auditing capabilities, as well as to more rapidly transition new customers to managed services. In turn, the company's new business growth figures have skyrocketed, and its ability to onboard customers has become more efficient.

Not only does IT Easy hold N-able's MSP Elite status, but the company also hosts N-able's two Australian subscription servers, feeding 221 customers monitoring 2,324 devices.

Achieving Record Growth through Exceptional Service

Evans calls IT Easy's 1,170 qualified system engineers its "Intelligent Hands," as they give the company reach, while its primary team provides core services and vision.

"Intelligent Hands" are independent contractors he can deploy anywhere in Australia and New Zealand within four hours, depending on the client's SLA (service level agreement). IT Easy's primary team includes 20 networking engineers and software solutions members.

With its stable business model, high staff retention, efficient operations, systems and training, IT Easy answers 92 per cent of its service tickets within eight minutes. "Customer relationships are central to our business," he says.

"We offer total transparency on the services we deliver, we give our clients full control over what is happening with their IT, and visibility into how well our staff and equipment is performing," says Evans.

IT Easy's innovative approach and efficient execution for managing IT has resulted in eye-popping revenue growth. Sales grew by 113 per cent in 2008, 52 per cent in 2009 and 28 per cent in 2010, and revenue is on track to grow by 62 per cent at the end of this financial year, notes Evans.

"Our target markets are looking for cost savings," he says. "Our scalable model has made our offerings very compelling to customers and prospects."

Next Steps

- [Read more case studies about N-able's MSP Partners](#)
- [Start a free trial of N-able's N-central RMM software](#)
- [Contact us to learn more about N-central](#)