

BUILDING THE BUSINESS OF MANAGED SERVICES



ABOUT AE TECHNOLOGY GROUP:

AETG delivers IT management, strategy, support, and services. Their goal is to educate, and advance businesses with innovative, cost effective technical solutions. AETG has been a leading professional service firm for more than ten years. Their methodology enables rapid deployment and helps clients maximize the value of their investment through support, training, customization, integration and best business practices.

Location: Rockville Centre, NY

Website: www.aetechgroup.com

Challenges:

- Learning the ins and outs of managed services from a business perspective.
- Switching from break/fix to a preventive and proactive services model to keep clients' IT systems up and running.
- Understanding how to grow its managed services businesses while providing exceptional customer service.

Solution:

Partnering with N-able not only for its RMM technology, but also to learn the ins and outs of running a managed services business.

Benefits:

- Teaming with N-able has since positioned the company for impressive year-over-year growth in excess of 100 per cent.
- Partnership has brought expansion through acquisitions, new business and strategic partnerships.

After the dot-com bubble burst, founder and owner of Oceanside, NY-based AE Technology Group (AETG) Adam Kaplan decided in 2002 to launch a business doing what he knew best – computer repair.

In the earlier years, Kaplan's company was called ASK4Technology and was modeled on a block-time service basis for break/fix work. In 2006, Kaplan kicked the legacy reactive service model to the curb and teamed up with N-able Technologies®, the global leader in remote monitoring and management (RMM) software, to implement a more proactive and managed approach to IT services.

With N-able's guidance and award-winning N-central RMM platform, Kaplan and team spent the next four years growing ASK4Technology into one of New York's most reputable managed services providers (MSPs).

Since teaming with N-able, the company has increased its profitability and grown annual revenues in excess of 100 per cent year-over-year. Kaplan attributes much of that success to the N-able partnership.

Further testimony to the company's success as an MSP, Kaplan points to ASK4Technology's recently completed merger with Evolution CE. The new company – AE Technology Group – is a total IT solution partner that focuses on a business' unique information data and networking needs. The merger has been so successful that Kaplan says more acquisitions are in the company's future.

From Technologist to IT Business Professional

A technologist at heart, Kaplan says N-able's approach to the IT services market taught him to be a businessman and succeed in managed services.

"We wouldn't have been anywhere even close to the success we enjoy today without N-able," he states. "Before teaming with N-able, I didn't have the mindset of the business owner. I was a technician and N-able really helped me change my perception of what I was doing and more importantly, what I needed to do to grow the company and provide our customers with exceptional service."

It was like going back to school, Kaplan recalls. "Through N-able University my team and I learned the ins and outs of the managed services model – how to set pricing and sell the services, as well as how to position the company and market its offerings."

To this day, Kaplan says what really sold him on N-able was not only the company's high-performance N-central technology, but more so its business development and partner enablement programs and overall support.

"N-able has been there for us every step of the way," says Kaplan. "If a customer has special requirements, we know we can count on N-able to work with us on customizing a solution. The N-able team is great at follow up and their service and support are fantastic!"

“We’ve seen tremendous growth over the years thanks to N-able and now with this merger and other acquisitions on the horizon, the sky is really the limit for AETG.”

– *Adam Kaplan, Founder and Owner of AE Technology Group*

N-able is supporting Kaplan and the AETG team as they move forward with a strategy to convert all of the customers from the acquired Evolution CE to managed services. At least 80 per cent of AETG’s customers, including healthcare providers, architects, lawyers and insurance companies, have made the move to managed services contracts.

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Next Steps

- **Read more case studies about N-able’s MSP Partners**
- **Use N-able’s N-central RMM software FREE**
- **Contact us** to learn more about N-central



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