

# BSC SOLUTIONS GROUP TOUTS GREATER EFFICIENCY AND EXCEPTIONAL SERVICE



## ABOUT BSC:

BSC Solutions Group Ltd. has been in business since 1969. What began as a computer repair shop turned into a business serving companies with diverse technological needs. From there, BSC transformed further into an advanced systems integrator and solutions provider. The company now operates as a full service MSP.

Location: Brampton, Ontario, Canada

Website: <http://www.bscsg.ca>

## Challenges:

- New client acquisition.
- Hiring good sales people.
- Struggled with a variety of technology tools to maintain client networks.

## Solutions:

- To increase sales, BSC recently hired a customer service and inside sales professional.
- Ramp up online marketing to improve sales.
- The N-able platform improves technical efficiencies, while providing a centralized, single dashboard approach to client management.

## Benefits:

- BSC's new staffing strategy has freed up more time for top sales people to focus on higher-end deals.
- BSC is now able to provide better management and monitoring services to its clients.
- The N-able platform has allowed BSC to take on more clients without additional technical staff.
- BSC's profitability has increased, due IT management efficiencies and service delivery.

Think of Bill Boisvenue, BSC Solutions Group Ltd.'s president, as a change agent. More than 20 years ago, Boisvenue bought a small television and VCR repair shop located in Brampton, Ontario, Canada, and transformed it into a center for PC consumer sales and service.

A few years later and well ahead of its competitors, BSC began providing systems integration services and solutions to local small and midsize businesses, many of which had diverse technological needs. Now, as a full-fledged managed services provider (MSP), the company offers a wide range of proactive services to automobile dealerships, charities, non-profit organizations and other businesses.

"We think of ourselves as an MSP first--when we meet with prospects, we emphasize that we are proactive," he says. "Our typical customer is an organization with 25 to 200 computers, but we also look for bigger clients," he says.

Three years ago, in search of a platform to help BSC's team improve productivity and efficiency, the MSP began working with N-able Technologies®, the global leader in remote monitoring and management (RMM) software and making use of its N-central® RMM platform.

"We had a large stable of clients under a recurring service model and we had a variety of tools to help them maintain their network," Boisvenue says. "We needed one strong, reliable tool to help us be more productive and efficient. In that way, N-able dramatically changed our business for the better."

## Greater Efficiency, More Customer Value

BSC recently upgraded to N-central 7.1 for its network management and monitoring capabilities and its technicians report that the platform's new patch management capability makes their jobs easier.

"With N-able, we have a voice that's heard," he says. "We don't feel like a customer, we feel like a partner."

Beyond N-central, BSC also uses N-able's N-compass™ 3.0 advanced IT reporting software to deliver professional and timely reports to clients. Initially, BSC provided N-able's technology to customers free of charge because it allowed the MSP to offer a higher level of service, notes Boisvenue. The MSP then began to leverage the technology as a value-added service.

Boisvenue says that BSC has worked with about 130 customers in the past 24 months, 90 per cent of which use N-able's technology. About one-third of those clients maintain a contractual relationship with the MSP.

Using N-able's N-central platform, the company offers clients five different ways to come on board, ranging from pre-paid time blocks to an all-inclusive monitoring, maintenance, remediation and resolution option.

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*– Bill Boisvenue, BSC President*

## Earning More Business using Freemium Offers

One effective sales building strategy BSC uses involves N-able’s Endpoint Security Manager and licenses for N-central Essential, reports Boisvenue.

“We’re the poster boy for N-able’s freemium model,” he says. “We’ve had success in selling Endpoint and we’ve given those customers a free Essential license for basic management of a wide variety of devices as well. We also do this for our clients with smaller contracts to add even greater business value,” he says.

BSC’s team of nine employees, including five full-time engineers, operates as a one-stop shop, focusing on its proactive services, seasoned personnel, technical expertise and ability to build and maintain long-term relationships.

“Our goal is zero downtime for our clients so we can avoid putting out fires and focus on more strategic IT projects,” Boisvenue says.

BSC’s relationship with N-able has also allowed the MSP to take on more clients without hiring more technicians and handle the majority of service remotely, which has notably improved the company’s client services, productivity and overall profitability.

“N-able has definitely helped us improve our profitability and achieve greater efficiency in how we service our customers,” says Boisvenue. ”

## 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](#)