

# CIRCLE IT SOLUTIONS SWITCHES TO N-ABLE TO SCALE THE BUSINESS



## ABOUT CIRCLE IT SOLUTIONS

Circle IT is the largest provider of IT support and consultancy in Wales. Delivering services to more than 100 clients and 4,000-plus users, the company has become recognized as the #1 choice for organizations looking for a professional and proactive IT support partner in Wales and Southwest England.

**Location:** Cardiff, Wales

**Website:** [www.circleIT.co.uk](http://www.circleIT.co.uk)

### Challenges:

- Identifying an RMM platform that can do more and scale to support a growing client base
- Delivering managed services remotely and cost-effectively

### Solution:

N-able's N-central and N-compass software enabled Circle IT to remotely monitor and manage more systems with ease and flexibility, while demonstrating ROI to customers through reporting.

### Benefits:

- Recently added nine new customers
- Able to support more than 4,000 desktops with N-central
- Have become much more proactive with their services and customer recommendations as a result of N-central and N-compass

When Circle IT Solutions managing director Roger Harry completed a management buyout of the company in 2005, he knew he wanted to dive deeper into managed services.

"At the time, most people recognized what we were doing as professional services, but it was really much more," Harry says.

After the buyout, the directors began building the company by focusing on technical expertise and customer satisfaction. "We concentrate on the technical part, so our customers can focus on running their business. Our main differentiator is our flexibility with our customers. We do whatever we need to do to help our customers."

As a result, word of mouth from happy customers is Circle IT's best generator of sales leads. The company sells to small and midsize businesses throughout Wales and South West England.

## REVENUES SOAR

Since the buyout, Circle IT has become the largest independent IT service company in Wales. Revenue has increased from £700,000 (\$1.1 million US) in 2005 to about £2M (\$3.2 million US) in 2009. Personnel jumped from five people in 2005 to more than 30 today, 20 of whom are engineers.

Harry comments that those 20 engineers are the company's lifeblood. "Our engineers have taken us from where we were to where we are today."

To maintain its technical edge, Circle IT spends £30,000 (\$48,000 US) annually on external IT training and certification for its engineering staff — in addition to the internal training the company provides. Every engineer takes at least four new qualification exams a year.

To deliver managed services cost-effectively, Circle IT requires a complete, integrated remote monitoring and management (RMM) platform. At one point, the company was a large customer of software vendor HoundDog Technology. "Initially we did very little research, so we didn't realize there was anything else out there," says Harry.

But, as Circle IT migrated more towards remote monitoring and management, the company began looking around for software that could do more for them – and ultimately discovered N-able Technologies®, the global leader in RMM software for managed services providers and IT departments.

"We found N-able almost at the last instant," says Harry. "We were close to going somewhere else, but once we saw what N-able's software could do, our decision was made."

**“With N-able’s N-central and N-compass, we have become more proactive with our services and what we go back to customers with.”**

– Roger Harry, Managing Director,  
Circle IT

Today, Circle IT uses N-able’s #1-rated N-central® software — a complete, integrated RMM platform with an industry-first freemium model and free endpoint security. The company also uses N-able’s N-compass™ performance reporting software to generate reports that help to drive sales and build lucrative business relationships by delivering vital IT information to customers and prospects. There are also plans in the pipeline for Circle IT to pick up 1,000 licenses of Remote Environment Manager™, N-able’s PC configuration and network policy enforcement software.

## MANAGING THOUSANDS OF DESKTOPS

The switch to N-able has brought instant benefits to Circle IT. The company has 1,500 nodes under remote management and is about to take it to 2,500 nodes. Circle IT also uses N-central to support about 4,000 desktops with its IT support contracts.

“With N-able’s N-central and N-compass, we have become more proactive with our services and what we go back to customers with,” says Harry. “We’re able to monitor more systems so there’s more visibility and we’re closer to our customers as a result.”

With N-able, Circle IT also has modified how it sells to customers. “Our sales pitch has changed since teaming with N-able — now we can show our customers that we have visibility and transparency into the entire network. Our customers know that as a by product of our support services, they get N-able. That’s a big plus for us.”

N-able’s partner support has also been a major benefit to Circle IT as its business grows. “The personalities and expertise within N-able make life easier for us as well. The support people are talking to us constantly and we use the partner portal for added resources.”

Of late, Circle IT has been defying the global economic crisis with a rush of new business. The company recently added nine new clients to its growing base of managed services customers. In addition to the expanded service and customer reporting capabilities gained with N-able, Harry credits Circle IT’s dedication to customer satisfaction and its flexible approach to service as key to winning the new business.

## Next Steps

- Read more success stories about N-able’s MSP Partners (link to Case Studies page: <http://www.n-able.com/resources/usersuccess>)
- Start a free trial of N-able’s N-central RMM software (link to trial page <http://www.n-able.com/casestudytrial>)
- Contact us to learn more (link to [sales@n-able.com](mailto:sales@n-able.com))



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