



## COHN CONSULTING RUNS SMART AND STREAMLINED MSP PRACTICE WITH SOLARWINDS N-ABLE

### ABOUT:

MSP serving small-to-midsize business customers nationwide.

**Location:** Atlanta, Georgia

**Website:** <http://www.cohnconsultingcorp.com/>

### CHALLENGES:

- Provide better, faster support to SMB customers with more automation and increased IT efficiencies.
- Continue to transition from break/fix model to managed services to streamline operations and improve service to customers.
- Grow practice without adding manpower.

### SOLUTION:

N-central RMM platform for managed services delivery, along with Security Manager AV Defender, Remote Control Manager and other SolarWinds N-able complementary toolsets.

### BENEFITS:

- Able to support more customers with a smaller, streamlined staff through N-central.
- Tighter integration with Autotask reduces resolution times.
- 90 percent of client work is performed remotely.
- 30 percent increase in managed endpoints in the past year.
- 40 percent increase in recurring revenue in the past year.
- 75-80 percent of revenue now comes from managed services.

When Daniel Cohn formed Cohn Consulting Corp., he was able to make use of familiar technologies to get his IT practice off the ground. As the business grew, he joined forces with Jon Czerwinski in 1996, who continues to serve as vice president of operations. Together they honed in on automating their IT services to meet their clients' needs.

In 2006, when the Cohn Consulting team came across SolarWinds N-able, the global leader in remote monitoring and management (RMM), they found they were able to take their IT automation skills up a notch to better serve small-to-midsize (SMB) businesses in the Southeastern U.S. and across the nation.

With the hectic pace of an SMB practice dictating their every move, Cohn and Czerwinski knew all too well that RMM automation represented the next frontier in IT services. "We saw SolarWinds N-able as a way to lean on our existing automation expertise, while also simplifying our business," Czerwinski says. "With the N-central® RMM and MSP service automation platform, we knew we could automate recurring maintenance tasks, and we realized we could produce the same or better results with fewer people on staff."

### Running Smaller and Smarter as an MSP

Today, the successful managed services provider (MSP) serves more than 30 active clients, including engineering firms, legal practices, CPAs and other professionals. Since transitioning from a break/fix model to becoming an MSP, Cohn Consulting has enjoyed steady growth. In the past year alone, it experienced a 30 percent increase in managed endpoints and a 40 percent increase in recurring revenue, with managed clients now accounting for 75-80 percent of the business.

While the MSP has nearly doubled its staff in the past 18 months, it still runs a tight ship, and makes up for its relatively small size with a strong technological footprint. From managing its own private cloud, to providing virtualization, infrastructure-as-a-service and hosted Exchange offerings, Cohn Consulting is on top of all the latest tools that help SMBs run more efficiently and with less IT difficulties along the way.

Using SolarWinds N-able's Remote Control Manager, the MSP can easily tap into client systems remotely and fix issues wherever the client might be. "With SolarWinds N-able, we're now able to perform 90 percent of our work remotely," he says.

And with several end users located overseas in Europe and India, the Cohn Consulting team must constantly deal with 24/7 global operations and minimal maintenance windows. "Only by leveraging N-central automation can we satisfy those requirements in a cost-effective manner," says Czerwinski.

## MSP Forecast: Faster Ticket Resolution Ahead

An active participant in SolarWinds N-able support forums, Czerwinski enjoys engaging in early product testing. In the past year, he performed alpha and beta testing on the new N-central 10 software release, noting that it was already delivering significant value even before general availability.

"With the N-central 10 direct support feature, we can perform a lot of our support work behind the scenes without interrupting the user," says Czerwinski. "This means we don't have to coordinate time to work on the user's device, or even wait for a stopping point. Instead, we can speed tickets to faster resolution and then simply reach out to the user to confirm that everything is fixed."

Czerwinski says N-central 10 is delivering time savings of at least six minutes per ticket, with reactive tickets experiencing the greatest declines in resolution time.

"If we're able to spend 15 minutes less per ticket, we'll be able to scale and handle new customers much more easily with our existing staff," he adds.

## On Fire with Autotask® Integration

Cohn Consulting has also experienced the advantages of N-central 10's tighter integration with Autotask professional service automation (PSA) software. According to Czerwinski, the integration is so solid that engineers can control a significant amount of ticketing completely within N-central – without even having to go into Autotask.

"A lot of the initial triage is already done for us by N-central, which cuts down our workload out the gate. Also, now that we're automating the level one work as much as possible, we can put skilled engineers on projects that need skilled engineers and run our business smarter. It's just another reason why we value our relationship with SolarWinds N-able."

- Jon Czerwinski, Vice President of Cohn Consulting

"The granularity with which we can control ticket creation and closure with N-central 10 helps us better manage workloads and shaves off even more time and effort from resolution," he says.

Czerwinski says they can also now react to failures on the same service no matter which instance is affected, and they have more flexibility, too. For example, on the C drive, they can perform one fix, and on the D drive do something completely different, such as run a cleanup.

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## ABOUT SOLARWINDS N-ABLE

SolarWinds N-able is a leading global provider of complete IT management, automation and MSP business transformation solutions. The SolarWinds® N-able N-central® product is an award-winning RMM and MSP Service Automation Platform. SolarWinds N-able has a proven track record of helping MSPs standardize and automate the setup and delivery of IT services in order to achieve true scalability. The N-central platform

is backed by comprehensive business enablement support services. Thousands of MSPs use SolarWinds N-able solutions to deliver scalable, flexible, profitable managed services to over 100,000 SMBs worldwide. With offices in North America, the Netherlands and Australia, SolarWinds N-able is 100% channel-friendly and maintains strategic partnerships with Microsoft®, Intel®, IBM® and Cisco® among others. [www.n-able.com](http://www.n-able.com).

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