

# CORE BUSINESS GIVES TWO THUMBS WAY UP TO N-ABLE'S N-CENTRAL® 7.0



## ABOUT CORE BUSINESS SERVICES

Core Business Services is a leader in technology outsourcing, offering comprehensive accounting and IT consulting services through on-site and remote support. Typical services include ongoing network maintenance, server support and terminal services. Core's focus is on prevention and proactive management and maintenance using best practices.

**Location:** Medford, OR

**Website:** [www.corebusinessinc.com](http://www.corebusinessinc.com)

### Challenges

Grow the company without overly increasing costs.

### Solution

Leverage N-able's N-central 7.0, Endpoint Security Manager™ and N-compass software to provide exceptional service to customers and lower operating expenses.

N-able University™ and N-able's partner development specialists helped Core Business Services with their transformation into an MSP.

### Benefits

- Recurring-revenue managed services now constitute more than 80% of the company's business.
- Core Business Services expects to double its revenues in 2010, and it estimates 75 per cent of that growth will come directly from using N-central 7.0

When Scott Anderson, President of Core Business Services, got a chance to field test the new N-central® 7.0 remote monitoring and management (RMM) platform from N-able Technologies®, along with a free, one-year license for endpoint security software, he jumped at the opportunity.

"We were one of the first to roll out version 7.0," says Anderson. "We used it with a school client, with over 250 devices when it was still in a limited field trial stage. Adding the Endpoint Security Manager completed the whole package."

Founded in 2006 and based in Medford, OR, Core Business Services originally opened shop as a provider of outsourced accounting software services. But in short order, the company evolved into a managed service provider (MSP) offering remote managed services. The transformation, Anderson says, was helped along by the technology and support team at N-able, the global leader in RMM software for MSPs and IT departments.

N-central 7.0 is a perfect fit for Core Business Services' customer base of financial institutions, banks and credit unions, professional services and other organizations. According to Anderson, his company is one of the first MSPs to remotely monitor ATM banking machines using N-able's N-central technology. In addition to N-central, Core Business also uses N-able's N-compass™ software for IT performance reporting.

"Working with N-able's partner development specialists has helped us transform our business into a managed services provider and showed us how to offer our clients proactive services," says Anderson. "We've seen even more of that with N-central 7.0 as N-able has given us a dedicated support person to work with."

## LEARNING HOW TO DEMONSTRATE VALUE TO CLIENTS

N-able University™ also aided Core Business Services with their migration to managed services, providing business tips and technical assistance, Anderson notes. "The presentations on how to sell managed services particularly helped in showing how to demonstrate the value to our clients."

Managed services now comprise more than 80 per cent of the company's overall business.

Anderson credits N-able with helping Core Business Services to grow while minimizing costs. The company, which currently employs nine people, including five engineers, expects to double its gross revenue in 2010 but hold expenses firm, perhaps adding help desk technicians and a network operations center professional.

**"N-able has grown our business and our processes. We estimate 75 per cent of our growth during 2010 will come directly from utilizing N-central 7.0."**

– *Scott Anderson, President,  
Core Business Services*

"With N-able, we can grow without adding as many people as we would have in the past," Anderson says. "N-able has grown our business and our processes. We estimate 75 per cent of our growth during 2010 will come directly from utilizing N-central 7.0." The company currently has about 500 nodes under management.

To ensure its success, Core Business Services takes on-boarding new clients very seriously. Before any work begins, the team uses N-central to help conduct a thorough audit of customers' existing environments.

"Performing a network audit is non-negotiable if we are going to engage with a client," he says. "We give a potential customer an approximate 30-page report with recommendations of where we think they should go with their network and how we can get them there using our services, expertise and technology."

Core Business Services offers multiple levels of managed services, depending on the type of engagement required – all of which leverage the power and performance of N-central 7.0.

Anderson says Core Business Services' strength lies in its customer support and how their people take care of clients. "We believe the level of service and the way we provide service to our clients really sets us apart," Anderson says. "Our people really take care of our clients."

As part of its customer service, Core Business Services launched a referral program that rewards companies and individuals for recommending Core Business' IT services to friends and colleagues. "Our best source of new business is satisfied clients," says Anderson. "It's important that we give back to our clients who refer others to us."

## 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