

DANISH MSP OFFERS ENTERPRISE-LEVEL SERVICE TO SMB CLIENTS



ABOUT CURA IT

CURA IT is a newly established IT consulting firm whose foundation is based on contributing to a strong trend towards a green and environmentally friendly infrastructure in the Danish economy. The company fulfills this mission by offering optimal and carefully designed IT solutions that are advantageous for businesses and the environment.

Location: Herlev, Denmark

Website: www.curait.dk

Challenges

- Increase adoption of managed services in Denmark.
- Provide the highest quality of service and support to customers of all sizes.

Solution

Uses N-central 7.0 and N-compass for its flexibility, ease of use and customization. The freemium N-central Essentials licenses are a perfect fit for CURA IT's SMB clients.

Benefits

- Rapidly expanding customer base.
- Clients appreciate having an external IT department so they can focus on growing their core business.
- Exceeded its growth plan by more than 30 per cent in the first six months.

When CURA IT opened for business in late 2009, Martin Maleschyn and his three partners knew that customers would take to their remote monitoring and management (RMM) services, they just didn't know how quickly.

But after just six months, with a host of satisfied customers and sales more than 30 per cent over plan, the Herlev, Denmark-based managed service provider (MSP) knew for certain they were on the right track.

"So far we haven't done anything proactive in sales, everything has been word of mouth," says Maleschyn, CURA IT's chief technical officer. "Although we have a person dedicated to marketing and sales, we haven't yet needed to go out and find clients, they have found us."

CURA IT is building its success on providing RMM services to small and midsize businesses (SMBs) and government institutions in the Danish capital Copenhagen. As a new business in an emerging market for managed services, Maleschyn explains, the fledgling company did the appropriate planning to ensure that it was well-grounded.

Building its core business around the N-central® 7.0 RMM software platform from N-able Technologies® was a critical piece of CURA IT's planning, he says.

Technology Makes the Difference

"Every day we hear about how businesses need something to make their IT simpler," notes Maleschyn.

"With the use of N-central, we have greater perspective on the whole infrastructure to help customers get the most out of their hardware and software, so that they can focus on developing their company," he says. "We know that it's the solution that counts."

CURA IT uses N-able's N-compass IT performance reporting software to support its RMM services and communicate key network and systems information to customers. In addition, the company relies heavily on N-central's freemium Essentials licenses and Endpoint Security Manager to help attract new business.

"With N-central 7.0, we can manage a client's IT environment with one simple program that's easy to get started and even easier to use," Maleschyn says. "It's unique in the market."

CURA IT particularly benefits from the platform's flexibility, he notes. "We can give customers access to their own folder, customize the dashboard and get new clients up and running in about a half an hour."

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– Martin Maleschyn, CTO, CURA IT

With N-compass, CURA IT is able to show customers a “wide variety of information about their network’s performance in one comprehensive report,” Maleschyn adds. “It’s like being on site for a few days.”

“Here in Denmark, the market for managed services is not yet mature,” Maleschyn explains. “Bigger companies have systems that do what we do, but with N-central 7.0, we can offer small businesses the same managed IT services that enterprise-level companies use, at a price they can afford.”

Customer feedback has been all positive, he says. “Clients tell us that it is simple for them to have an external IT department and wonder why they haven’t done it before. They see that we solve their problems in a timely manner and are working to help them grow their business.”

CURA IT operates with six employees, four of whom are engineers, and plans to hire two more people in the near future. Everyone on staff is responsible for tending to customers’ needs.

Although 70 per cent of CURA IT’s clients are small businesses with fewer than 50 employees, the company’s managed services approach also enables it to handle larger customers “with as few hands as possible,” Maleschyn says.

“We always remember that we are here to provide service to all of our customers regardless of size. We must be able to service our clients quickly and properly.”

Of its 140 customers, about half are on some level of service contract, Maleschyn says. Currently CURA IT has about 200 nodes under management.

“We have a diverse group of customers,” says Maleschyn. “They can see how dedicated we are to what we’re doing and it’s easy for them to see that we’re not doing it just for the money – we really care about their success.”

Next Steps

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

** Sales exceeded expectations by more than 30 per cent in first six months * Maintains 200 nodes under management **