

# eMONARCH EARNS MORE BUSINESS, INCREASES REVENUES WITH N-ABLE TECHNOLOGIES®



## eMONARCH®

### ABOUT EMONARCH

eMonarch provides managed IT services to companies with 10 to 100 desktops. Flat monthly rates allow customers to have the benefits of a fully staffed IT department for a fraction of the cost. Since 1998, the staff of eMonarch has been delivering technology solutions to customers in various industries including commercial real estate, energy, healthcare, churches and industrial goods.

**Location:** Tulsa, OK

**Website:** [www.emonarch.net](http://www.emonarch.net)

### Challenges

- Passing the \$1M revenue mark in 2010.
- Gaining insight into customers' network performance.
- Taking the business to the next level as an MSP.

### Solution

Using a combination of N-able's business coaching programs and technology, and an aggressive customer-prospecting plan, to grow the business.

### Benefits:

- Grew revenues by 110 per cent since teaming with N-able.
- Gained a better understanding of customers' needs and infrastructure assets.
- Able to focus on growing the business while keeping customers happy.
- Now successfully managing 700 nodes with N-central.

Understanding the ins and outs of a client's network is critical for a **managed service provider (MSP)**. Yet without the right software, training and business reporting tools, this task can quickly become daunting and can limit the true value that an MSP can provide.

This was an all too familiar scenario for eMonarch before teaming with N-able Technologies, the global leader in **remote monitoring and management (RMM) software** for MSPs and IT departments.

"When it came to our clients' business and IT infrastructure needs, we knew the surface level and tended to their needs, but didn't have a way to get beyond the obvious and really aggregate the data necessary to take our **managed service business** to the next level," recalls Sean Fullerton, CEO and CTO of eMonarch, based in Tulsa, OK.

That all changed after eMonarch decided to switch from another vendor's product to N-able's N-central® **remote monitoring** and management software.

With N-able's new N-central 7.0, eMonarch not only gained the technology advancements it was missing, but was also able to quickly enhance its managed services practice with the business coaching services offered through N-able University™ and its online Business e-Training Essentials program.

### Sizing Up the Right Opportunities

In a short period of time, eMonarch evaluated its own business and operations, a process that included doing a market segmentation of its clients. The time spent proved invaluable to eMonarch, as the company learned more about its customers' business and the types of clients the company works with best, namely small manufacturing firms in the oil and gas industry, says Fullerton.

"We started to figure out the characteristics of our best-performing customers and what their business needs were and how we could address them with managed services," says Fullerton. Armed with this new-found knowledge, eMonarch refined its new business efforts and began targeting the gas and oil sector.

Fullerton states it was a business decision that would likely not have happened without the N-able partnership. "N-able easily beats the competition on relationship building."

**“N-able was more interested in helping us grow our business than they were in selling us more stuff.”**

*– Sean Fullerton, CEO and CTO, eMonarch*

Right off the bat, Fullerton knew he wasn't dealing with your average **RMM software** vendor. “N-able was more interested in helping us grow our business than they were in selling us more stuff,” he says. “They really took the time to ensure we were successful with their technology and business services out the gate.”

Unlike other RMM software vendors that eMonarch had engaged with, it was clear to Fullerton that N-able had put considerable thought into building a program that made it easier for resellers to succeed as managed services providers. “It wasn't, ‘Let's talk about your business and we'll give you some ideas,’” says Fullerton. “N-able had a defined and proven process.”

On the technology front, Fullerton is very pleased with the advancements introduced in N-central 7.0. “For one thing,” says Fullerton, “we don't have to worry about the technology because it does what it's supposed to do, which keeps our customers happy and keeps me focused on growing our business.”

Now successfully managing 700 nodes with N-central, eMonarch is projecting revenues of \$1 million to \$1.2 million in 2010, which is a substantial increase from the \$880,000 in sales that the company generated in 2009. Since partnering with N-able, Fullerton says eMonarch has grown its business some 110 per cent, and he attributes at least half of that growth to N-able.

“We have a great product and a great relationship with N-able,” says Fullerton. “We switched vendors three times until we found N-able and that's where we're going to stay.”

## 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



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