

N-able's Award-Winning Partnership Program Guides E.S. Williams to MSP Success

CASE STUDY



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**Graham H. Plett, Owner
E.S. Williams & Associates**

E.S. Williams

For E.S. Williams & Associates Inc., a Grande Prairie, Alberta service provider, their IT services weren't complete without 24x7 proactive network monitoring. This practical addition to any business gives an entire view of a customer's network at any minute in a day so a service provider will know if elements aren't functioning properly.

Proactive monitoring provides:

- ▶ Lower IT costs for both the service provider and the customer
- ▶ Proactive support to pinpoint and predict issues before they impact a network
- ▶ Reduced costly downtime
- ▶ 24 x 7 monitoring
- ▶ Improved network stability
- ▶ Monthly status reports
- ▶ Peace of mind knowing that IT is in good hands

To add the missing technical ingredient and provide these benefits to their customers, E.S. Williams conducted an exhaustive search of the industry and formed a partnership with N-able Technologies. With N-able's N-central™, they created their own service called SafetyNET, a proactive low-cost network monitoring solution. SafetyNET constantly examines a network and immediately alerts an E.S. Williams' Network Specialist if a problem occurs. By getting information about the current status of their customers' networks they are able to quickly resolve any issues and minimize inconvenience to a customer.

This partnership with N-able didn't stop at technology. Right after E.S. Williams made the decision to partner with N-able, they launched the company's 60-day partner rollout strategy, a step-by-step process for delivering a new remote monitoring service.

Technology

The first step of E.S. Williams' rollout strategy was to deploy the technology internally and get familiar with it. "We felt it was absolutely necessary to monitor our own environment first. It let us experiment with the technology and devise new services that we could offer to our customers and prospects," said Graham Plett, Owner, E.S. Williams. They also started monitoring one of their current customers too. The monitoring was seamless – no changes to the infrastructure required.

N-able MSP Maturity Model

The second step in the rollout was for E.S. Williams to assess themselves on N-able's MSP Maturity Model. An assessment on the Maturity Model helps a service provider kick-start their program and provides details about creating elements like a business plan or developing a sales organization to deliver managed services to the fullest extent.

In addition to these details, the Assessment also identifies all of the applicable courses available through N-able University. It provides details about what program offering would be best for a service provider to create and then shows all the pre-formatted marketing templates they can use to set up their new offering.

N-able University

The E.S. Williams tech team attended all the technical training courses in their first month of partnership with N-able. The techs even took the Sales 101 course so they could understand all aspects of the new business model and explain the benefits to their customers or prospects. "The technical courses gave us all a great introduction to the managed services technology and terminology. The N-able Support team helped us roll-out proactive network monitoring and allowed us to achieve early success with N-central."

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Fast Facts

- ▶ **Partnership Level:**
Platinum
- ▶ **Location:**
Alberta, Canada
- ▶ **Business Focus:**
Solutions for hardware, software, networking, systems integration and consulting services
- ▶ **# Of Employees:**
28
- ▶ **Web:**
www.eswilliams.com

SafetyNET

After the first set of N-able U training courses was complete, the next move was to create their programs, pricing and messaging. N-able's pre-formulated PrimeSupport offering was most appropriate for their score on the Maturity Model and that's how they arrived with their SafetyNET offering. The way they configured the system, they would immediately free seven hours of their technician's time that could now be billed elsewhere. "My guys can now spend more time off the road and in their offices. That means we can dedicate more time getting new customers, resolving any issues and implementing new projects for our customers," added Graham.

An Eventful Week

Once everything was ready to roll internally, E.S. Williams identified the customers to whom they wanted to introduce their new functionality and capabilities. They identified 36 of their current customers who had between five and 50 employees, but who didn't have an internal IT department. And because there were more customers they wanted to reach with specific messaging and presentations, they identified another group of 12 prospects from larger companies for a second session.

You're Invited

With the dates lined up and the list of participants ready, E.S. Williams only needed to create a compelling invitation that would get people out of their offices and over to their event. However, some of their prospects didn't even need to leave their desks. Little did E.S. Williams know that with this first email they would sell four licenses! The purpose of the email was to simply invite them to the event, but instead they immediately had four responses that said, "sign us up!" The relationship E.S. Williams has with their clients is directly responsible for this early success. By becoming a trusted partner, E.S. Williams is able to recommend new directions to their customers with the understanding that it's the best technology for them.

After that initial email blast and telephone follow-up, they had RSVPs from 24 prospects that said they would be attending. What happened to the other 12? "They had all already committed to buying!" said Graham. "Even before the first session, we had 12 licenses sold."

An N-able account executive was present for both these customer sessions and helped deliver the sales pitch and powerfully sell their new offering. Their goal is to double the number licenses they have by the time they hit month six with SafetyNET.

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About N-able:

N-able Technologies® is the leading provider of IT performance management software to improve operations, manage risk and measure business value. N-able's product line provides complete solutions to monitor, manage and optimize information technology and security from a business perspective. Founded in 2000, N-able's solutions are licensed to hundreds of partners servicing thousands of end-user customers around the globe to evolve IT services from reactive to proactive to managed.



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