

# MANAGED SERVICES HELP SWEDISH IT PROVIDER KEEP PROMISES TO CUSTOMERS



## ABOUT FURTHER AB

Further AB is an IT consultancy firm specialized in network architecture and maintenance, business system development and user support in varying IT environments. The company provides IT services aimed at small to midsize companies in all business segments and competes by delivering high-quality services and outstanding value.

**Location:** Stockholm, Sweden

**Website:** [www.further.se](http://www.further.se)

## Challenges

- Transition from IT consultancy to a managed service provider.
- Generate demand in Sweden's SMB sector for RMM solutions.
- Deliver on promises made to customers.

## Solution

- Leverage N-central 7.0 to provide RMM services to existing customers.
- Offer N-central's freemium model to introduce managed services to new and reluctant clients.

## Benefits:

- Expects to increase productivity and contribution per employee by year's end.
- Increased efficiency results in higher-quality service to customers and greater profits.
- Working towards initially placing 250 nodes under management.

Rarely does a **managed services provider** (MSP) find in one partner the perfect technology match and an exact business fit. But that's precisely what Johan Strömquist found in N-able Technologies® as he transitioned his company, Further AB, from an IT consultancy firm to a provider of **remote monitoring and management** (RMM) services.

The Stockholm, Sweden-based MSP, which began business in 1998 **delivering IT solutions** to small and midsize business (SMB) customers in the local area, successfully added RMM services to its portfolio, thanks to Further AB's dedicated staff and its partnership with N-able.

"We have always been keenly aware of quality," says Strömquist, Further AB's CEO. "Our word is our bond and, for us, managed services is the technical and business way to make sure that we can deliver on the promises we make to our clients."

To best serve his customers, Strömquist searched in earnest for more than three years to find a technical platform that would help Further AB to work more efficiently, a quest that ultimately led him to partner with N-able, the global leader in RMM software for MSPs and IT departments.

"We needed a monitoring solution to manage several clients at the same time," he says. "When we found N-able, we realized right away that they offered all the right technical requirements and the right business approach. N-able gave us the confidence to reach larger clients, previously unattainable by a company of our size."

## Bringing Managed Services to SMBs

As Further AB rolled out RMM services, Strömquist and his staff of 11 engineers and a recently hired business development person have been busily explaining the benefits of a managed services approach to the company's 30 SMB customers.

"Managed services is a novelty in this region, reserved for the really big players," he says.

As an IT consultancy company, Further AB served its customers primarily on a time-and-materials basis, but "it was difficult to realize efficiencies for the clients and at the same time see benefits to our own business that way," Strömquist recalls.

"We have always had a very sound and solid client base," says Strömquist. "So even though we haven't had contracts, we've always had the predictability of a recurring model. Now, with N-able's **RMM software** and managed services best practices, we are making better use of the resources we have and are able to do much more for our clients."

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– Johan Strömquist, CEO, Further AB

Still, Strömquist realizes all too well that not only is Further AB in the formative stages of delivering RMM solutions, a good number of his clients aren't quite ready to take the leap yet.

“We don't use managed services as an exclusive offer,” he says. “It's one way for us to deliver solutions, along with time-and-materials and **hosted IT services.**”

Further AB uses N-able's N-central® 7.0 RMM solution. In particular, Strömquist says his company is cultivating new business with the help of N-central's freemium model, whose free licenses enable MSPs to seed the market at no cost and more easily acquire new managed services customers.

“We are skilled at understanding our clients' business concerns,” he says. “And we realize that some of our customers don't want to pay for managed services because they don't see it as a fit for them.”

One way Further AB gets around this hesitation is by using the free software licenses that N-able offers its partners. This freemium model “caters to companies that otherwise might not be interested in managed services,” says Strömquist. “It makes it possible for us as a service provider to proactively manage some clients that aren't prepared to pay for management.”

Right now, Further AB is working toward having 250 nodes under management and is set to install its “first proper client for managed services,” says Strömquist.

He estimates that providing managed services will boost productivity, resulting in a significant increase in the average contribution per employee by the end of this 2010.

“We believe managed services will drive efficiency at our clients' sites,” he says. “And as we become more efficient, we will get many more clients.”

## 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