

IT Consulting Firm Escapes Commodity Spiral with N-central® Platform and Services

CASE STUDY



About InfiNetwork

Consulting firm provides Secure Computing and IT Risk Management services to corporations and non-profit organizations

Location: Naples, Florida

Website: www.infinetwork.com

Challenges

Wanted to escape the break-fix commodity market

Needed a remote monitoring and management (RMM) platform to support Novell servers

Needed flexible platform to support best-of-breed integration

Wanted a secure, "push" monitoring and notification platform for managed services

Solution

N-able Technologies® N-central, an IT management software suite designed for managed service providers

N-able Velocity Blueprint

Benefits Realized

50% of overhead is covered by managed services, increasing as new services are rolled out

Achieved predictable revenue stream through annuity pricing

New customers signed, including some out-of-state

Improved, more proactive customer service

Staff is now more efficient – utilization rates have improved

"Everybody knows somebody who can fix broken computers." That's how Stephen Myers, Managing Partner at InfiNetwork, describes the conundrum his IT consulting firm faced after 18 years of business. "The break-fix model has become a commodity, which makes it very hard to earn profits."

To escape the downward spiral of the break-fix business, Myers wanted to provide customers with higher value, proactive managed services. Today, N-able's N-central® platform and Velocity Blueprint are driving a new, more lucrative managed services business model at InfiNetwork.

Scalability for Business and Customer Growth

Beyond the ability to offer his customers more proactive, managed network services, Myers was also looking for a predictable income model to help manage their business and plan for growth.

But, finding just the right business model and a technology to support managed services was a challenge, because InfiNetwork offers a range of best-of-breed solutions from Microsoft®, Novell® and Linux®. The managed services platform would have to support all of these technologies.

InfiNetwork also required an RMM platform that would allow it to support multiple customers on the same infrastructure and to ensure the security of those customers' data. Today, InfiNetwork is able to offer a wide range of managed services to its customers – some based on N-central's own capabilities, and others that InfiNetwork develops or integrates on its own. "N-able's N-central is an excellent platform," Myers says, "and is the base platform for all our MSP solutions."

For example, InfiNetwork is integrating a customer relationship management (CRM) package with N-central. That will result in a service request portal for InfiNetwork customers allowing them to log on and see the status of their own service requests.

Elevating the Conversation

Beyond changing what InfiNetwork is able to provide from a service standpoint, N-able has also transformed the relationship InfiNetwork has with its customers. "Now, we talk to customers about their businesses rather than what's not working," Myers relates. "We talk about business efficiency and business uptime and we can put numbers around that."

"With N-central, we can have a totally different conversation with the customer now.We're no longer just associated with a problem they have to pay for – it's more like a strategic partnership and our meetings are more like mini board meetings."

– Stephen Myers, Managing Partner, InfiNetwork



"InfiNetwork's external monitoring service has enabled them to proactively identify small problems before they become large enough to shut our system down. They brought our system up to where it needed to be, and have productively maintained it, eliminating system down-time significantly."

**– Becky Pogan, Dir of Finance
North Naples Fire Control & Rescue
District; InfiNetwork Customer**

InfiNetwork conducts quarterly "CIO visits" in which the company presents each customer with network performance metrics from the previous quarter and recommends upgrades or changes based on those metrics.

"We can have a totally different conversation with the business owner now," Myers summarizes. "We look ahead and plan with them. We're no longer just associated with a problem they have to pay for – it's more like a strategic partnership."

This has also helped InfiNetwork change some of the unwelcome conversations that can occur with other vendors. Previously, Myers says, when a customer's Internet connection went down, "It would just be finger-pointing because the ISP would say the problem was at our end. Now, we print out a report that shows when the network went down, when it went back up and why. This puts us in a position of strength when dealing with ISPs."

More Customers, Better Business

InfiNetwork launched its new managed services at a customer event that N-able not only co-hosted but also helped to prepare for. Myers describes this as "crucial. It forced us to get our program together, including services lines, pricing, marketing collateral and more. N-able understands that their success is tied to their partners', and their willingness to provide training, marketing resources and more after the sale was a pleasant surprise."

"N-able's Velocity Blueprint forced us to think about what we were going to offer, how to package it and how to market it," he continues. InfiNetwork has converted existing customers to the annuity model and signed on new customers, including some further a-field. "We have new customers out of state because of N-central's RMM capability," Myers explains.

InfiNetwork covers 50% of its monthly overhead with income from managed services – a ratio that continues to improve as the company rolls out more and more services on the N-central platform. Just as important, says Myers, "We're a more proactive company now, and we provide our customers with greater value. Our staff is more efficient because we can handle problems remotely even before the customer knows there is a problem."

The North Naples Fire Control and Rescue District agrees. The district has been an InfiNetwork customer for years, and recently switched to a managed services program. Becky Pogan, Director of Finance for the District says, "InfiNetwork's external monitoring service has enabled them to proactively identify small problems before they become large enough to shut our system down. They brought our system up to where it needed to be and have productively maintained it, significantly eliminating system down-time."

About N-able Technologies

Founded in March 2000, N-able Technologies is the market leader in transforming service organizations into managed service providers (MSPs). N-able's combination of products, people and processes help service providers, OEMs, resellers, VARs, Telcos and ISPs develop, sell and deliver highly profitable managed services to the small- and medium-sized business (SMB) and mid-enterprise markets. N-able's product line provides complete solutions to monitor, manage and optimize information technology and security from a business perspective to evolve IT services from reactive to proactive to managed.



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