

TWO MONTHS, THREE DEALS, 300+ SEATS AND GROWING



ABOUT IT ASSOCIATES

IT Associates is a leading information technology company. IT Associates focuses on ensuring that technology – the backbone of any business – provides the cutting-edge difference in order for its customers to function and flourish. IT Associates has representation throughout all states of Australia, plus various partners located in North America and Asia. Its reach is truly global and constantly growing.

Location: Brisbane, Queensland, Australia

Website: www.itassociates.com.au

Challenges:

- Converting to a managed services practice from a break-fix operation
- Educating customers on the value of managed services
- Generating rapid ROI after initial MSP transformation proved costly and under-productive

Benefits:

- Shortened sales cycle
- Closed three major deals in first two months
- Opened operations internationally
- Landed a 300-seat deal as a result of N-able's business, sales and marketing support

IT Associates Credits N-able's Managed Services Business Training for Immediate Success

Airline tickets. Hotel rooms. Restaurant food and bar tabs. Despite the days spent away from the office and a flight halfway around the world, IT Associates Managing Director Nigel Heyn says attending the N-able Technologies® annual partner summit was well worth it — crediting his attendance at the event to the success his company is seeing today as a managed service provider (MSP).

"I would recommend that every N-able partner attends the Summit and spends the time talking to as many people as possible. We met close to 40 people and have since set up international operations in New York and Kuala Lumpur to aid in providing managed services there as well," says Heyn, who in 2002 founded IT Associates, based in Brisbane, Australia. "In a matter of months, N-able's N-central software paid for itself."

In fact, the N-central® remote monitoring and management software continues to pay for itself through sales to IT Associates' existing portfolio of small and midsize clients, as well as a growing reach into enterprises. "We recently won a contract with a large company with 300 seats and an internal IT department. We could do this only because of N-able and N-central's scalability," Heyn notes.

"We've also won three deals in the last two months as a result of our training from N-able. They're smaller deals, 30 to 50 seats, which have typically been our bread-and-butter, but the sales cycle was much smarter and faster, thanks to N-able."

HELP NEEDED IN TRANSFORMING TO AN MSP

The blossoming relationship between IT Associates and N-able began in early 2008 when IT Associates began looking to evolve from its break/fix IT services roots to an MSP targeting the burgeoning managed services market in Australia. Early internal efforts were costly and less productive, so Heyn and his team started looking for a solution from a global MSP platform vendor with a growing market presence in Australia.

"We evaluated every platform provider out there. We spent six months going backwards and forwards," recalls Heyn. "We chose N-able purely because of their business acumen. The others literally just wanted to sell licenses. N-able wanted to transform us into a true managed services model. It really was their business tools, the training, the business development and the N-able University that made us realize N-able would be the most appropriate partner for us."

“By harnessing N-able technology, education and marketing support, we have been able to differentiate ourselves by becoming a complete business technology company, winning more deals and ultimately providing even better services to our clients.”

– *Nigel Heyn, Founder and Managing Director, IT Associates*

Since managed services are relatively new in Australia, IT Associates needed to take the time to educate its clients and prospects about the benefits of managed services. Like many solution providers, IT Associates did not have much background in this type of educational outreach and marketing, which made N-able’s support, proven best practices and business acumen all the more valuable, says Heyn.

GAINING A COMPETITIVE EDGE

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IT Associates uses N-central to remotely monitor and manage its customers’ IT infrastructure, including desktops, laptops, servers, printers, copiers and other network devices such as firewalls, routers and switches.

The company has been able to generate new business through the effective use of N-central as well as reports generated by N-able’s N-compass™ reporting system. “We use the technology and reports to whet prospective clients’ appetites and provide them with free reports for a month to demonstrate the service first-hand,” says Heyn. “The three contracts we won over the last two months were won because of these fantastic tools.”

Building on its initial success and by working with clients to become their complete technology partner, IT Associates aims to win at least 10 more corporate clients in the next few months. Within three years it aims to have between 150 and 200 managed corporate clients in Australia, making IT Associates one of the leading MSPs in the region, says Heyn.

Next Steps

- Read more success stories about N-able’s MSP Partners (link to Case Studies page: <http://www.n-able.com/resources/usersuccess>)
- Start a free trial of N-able’s N-central RMM software (link to trial page <http://www.n-able.com/casestudytrial>)
- Contact us to learn more (link to sales@n-able.com)