

N-ABLE'S N-CENTRAL® DRIVES NEW SERVICES OPPORTUNITIES FOR AUSTRALIAN MSP



ABOUT L7 SOLUTIONS

L7 Solutions is a technology and consulting company focused on delivering innovative business solutions. L7 thrives on innovation throughout the company and is comprised of three discrete business units – Advisory, Integration and Managed Services (AIM). The company has national coverage across Australia and has become the partner of choice for many corporate, government and education clients.

Location: Perth, Australia

Website: www.l7.com.au

Challenges:

Identifying the right people, processes and technology to build and grow their managed services practice within an emerging market.

Solution:

Teaming with N-able Technologies and leveraging its N-central technology and Blueprint for Success business and technical training to build a managed services business and proactively address customers' IT support needs remotely.

Benefits:

- Quickly moved customers from chaotic IT environments to managed models
- Reduced help desk calls by 80 per cent
- Average technician billing rate soared from \$90 to \$170 per hour in less than one year
- Rapidly established a successful, profitable and fast-growing MSP practice

Managed Services Gives L7 Solutions Strong Foothold with Customers

For L7 Solutions, managed services have played a critical role within the company's business plan since "day one". Five years later, the solutions provider has matured quickly and grown to 100 employees, supporting more than 200 businesses with advisory and IT consulting services, integration consulting and managed services.

"We knew managed services were positioned to take off in Australia and could be a real opportunity for us if we established a strong foothold early on," says Glenn McAtee, General Manager of Managed Services for L7 Solutions, based in Perth, Australia. Although the integration business remains 60 per cent of L7 Solutions' business, managed services currently accounts for one quarter of its revenues and demand is growing rapidly. By 2012, McAtee plans to have the company's revenues distributed evenly between the three areas.

In order to meet these goals, the company needed to hire the right people and identify the right technology to extend its managed services offering and build a successful services practice.

Having invested early on in the ConnectWise professional services automation solution, L7 was looking for a managed services platform that was interoperable and easy to deploy. In addition, McAtee wanted a toolset that provided smart monitoring tools, good reporting capabilities, strong desktop support and the ability to support voice networks. With the #1-rated N-central® remote monitoring and management platform from N-able Technologies®, L7 Solutions found all of this and more.

'GOOD SYNERGY' WITH N-ABLE

"The technology was great and we had good synergy with N-able's Blueprint for Success sales processes," says Glenn McAtee. "Quite coincidentally, N-able's business-focused engagement approach matched what we were doing already. We talk to our customers about risks, costs savings and reducing impact of those risks and then drive that into a managed services deliverable on the back end."

With the help of N-able, L7 now has four distinct managed service programs made up of nearly 30 service elements. "We've gone about getting quite granular and we can sell each as a discrete service or roll them up into individualized programs to meet the customer's need for anything from a lighter touch to a fully managed program," says McAtee.

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– Glenn McAtee, General Manager of Managed Services, L7 Solutions, Perth, Australia

Customers large and small have reacted favorably to L7’s managed IT services. “We have signed and continue to service customers with as few as a dozen users up to as many as 180 with N-central,” explains McAtee. “One of our first managed services customers had an extremely chaotic IT environment and really put N-able’s N-central to the test.”

MANAGED SERVICES DEAL LEADS TO PROJECT WORK

The technical college, with 140 users, had gone through several ownership changes and the constant arrival of new students created an even more challenging working environment. “When the existing IT person left, we were in a prime position to convince this client to take up our managed services offering rather than rehiring the position,” says McAtee. “In addition to the service contract, we suggested a number of necessary technical remediations and fortunately, the customer was willing to accept that advice and that turned into projects, including a full SAN (storage area network) project and a Microsoft Exchange project.”

In no time, the college’s help desk call volume dropped by 80 per cent, and L7’s engineers were able to address the majority of IT support issues remotely using N-central. Satisfied with L7’s service and the new technology, the college signed a two-year service agreement.

Today, L7 manages more than 1,000 nodes. “Our go-to-market strategy is to get N-able’s N-central technology into all of our new and existing clients,” says McAtee. “With N-able’s software, managed services have become a very profitable line of business for us. In under a year, our average billing rate has gone from \$90 per hour to \$170.”

“N-able’s people, processes and technology have enabled our managed services practice to thrive,” concludes McAtee. “We are providing a great service to our customers and winning more business every day.”

Next Steps

- **Read more case studies about N-able’s MSP Partners**
- **Use N-able’s N-central RMM software FREE**
- **Contact us** to learn more about N-central