

NITRO IT AND N-ABLE LONG-TERM PARTNERS IN SUCCESS



ABOUT:

About: Nitro provides comprehensive IT business solutions, products and services. The MSP delivers proactive RMM services to SMBs through its NitroSure Services offerings.

Location: Ottawa, Ontario, Canada

Website: www.nitro.ca

Challenges:

- Providing 99 per cent uptime and a worry-free IT infrastructure to customers.
- Ongoing demand to excel at customer service, improve operational efficiency and grow the business profitably.
- Partner with a RMM platform provider to power its NitroSure Services offerings and support its managed service business model.

Solution:

N-able's industry leading N-central RMM platform.

Benefits:

- N-central allows Nitro to deliver more value to customers with less intervention from its engineers.
- 40 per cent of Nitro's revenue now stems from managed services.
- 60 per cent of customers are proactively monitored and managed via the N-central-powered NitroSure Services offerings.
- Increased penetration across Nitro's customer base.
- N-central paves the way for Nitro to win more managed service business and capitalize on incremental consulting and project opportunities.

As an early adopter of managed service solutions, Nitro IT Business Solutions knows the importance of powerful remote monitoring and management (RMM) technology. Since 2001, the Ottawa-based managed service provider (MSP) has delivered RMM solutions powered by N-central® from N-able Technologies®, the global leader in RMM software, to its client base of small and midsize businesses (SMB).

"N-able is an innovative company that's driven by the business and technology needs of its partners," says Larry Poirier, Nitro chief executive, co-founder and co-owner of the 24-year old company.

"N-able's PDS (partner development specialist) team and its N-central RMM platform offer a winning combination for any MSP who is serious about customer service, operational efficiency and growing the business profitably," he says.

Indeed, with nearly 60 per cent of its customers proactively monitored and managed under its flagship NitroSure Services – and 40 per cent of its revenue stemming from managed services – Nitro's partnership with N-able is a large part of its success.

"N-able's products are attractively priced for the value," Poirier says. "N-central ties us in with our clients – we could not do what we want without it," he says. Poirier also credits the N-able Freemium program with increasing Nitro's penetration into its customer base.

With its NitroSure service offering, the MSP takes full responsibility for a customer's core IT infrastructure, providing a wide range of proactive services and guaranteeing 99.9 per cent uptime, says Poirier.

"We guarantee a worry-free environment," he says. "We are the responsible party."

According to Poirier, N-able's technology has fueled the MSP's sales and profits, not only by helping it to win new managed service business but also by paving the way for it to capitalize on incremental consulting and project opportunities.

"For every dollar we bill in managed services, we bill another in projects and consulting, and hardware and software licensing," says Poirier.

N-central Benefits

Nitro plans to migrate its managed service clients to the new N-central release, says Poirier. In touting N-central's advanced scripting and automation tools, Poirier says the move will "help us deliver more value to our customers with less intervention from our engineers."

And, anytime Nitro doesn't need to tap any of its 34 engineers for tasks such as patch management, it means greater attention to duties that "increase our stickiness with clients," says Poirier.

Poirier says that N-able often goes the extra mile to help the MSP serve its customers, recently offering to host the N-central software and manage upgrades at an N-able site, and handle the conversion of Nitro's main N-central server while also providing a complimentary upgrade.

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– Larry Poirier, Nitro IT Chief Executive

For 10 years, Nitro has stood out among N-able’s MSP partners, and last December the company earned N-able’s MSP Elite Partner status for its overall performance, proven expertise and leadership in the industry. The company has also been recognized as one of the top 100 MSPs globally, having been named to the MSP Mentor 100 Global list. It has also been recognized 10 times by Computer Dealer News (CDN) as one of Canada’s top 100 VARs, and in 2009, it was selected as a CDN Channel Elite top services firm.

Next Steps

- [Read more case studies about N-able’s MSP Partners](#)
- [Start a free trial of N-able’s N-central RMM software](#)
- [Contact us to learn more about N-central](#)