OFFICETEAM BLAZES MSP TRAIL IN NORWAY

OfficeTeam

ABOUT OFFICETEAM

Established in 1996, OfficeTeam is the natural partner for SMB companies that either have a need for IT consultants on a regular basis or when problems arise, or a total supplier of IT services and products. Office Team offers a full range of services to customers, including taking responsibility for all IT functions and assisting with hardware and software procurement.

Location: Oslo, Norway

Website: www.officeteam.no

Challenges

- Educate SMB customers in Norway about the benefits of managed services.
- Continue transition from traditional VAR to MSP.
- Become more efficient and capable of handling more customers.

Solution

- N-central 7.0 RMM software and N-compass IT performance reporting software.
- 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

- Cut response times for typical issues to two hours from countrywide average of 8 to 12 hours – critical issues are addressed within 15 minutes.
- Transitioning customers from an hourly approach to fixed-fee managed services that give them the benefit of an experienced IT services staff.
- Doubled its business in just two years.

Last year, OfficeTeam, an Oslo, Norway-based **managed service provider** (MSP), won high marks for delivering extraordinary information technology service and support in a survey of its customers.

"Our clients told us that our strongest points were being service-minded, an engaged partner and there when they needed our help," says Peter Essenberg, OfficeTeam's chief executive. "Even customers who didn't have 24/7 support contracts said how much they appreciate our help at all hours."

The feedback convinced Essenberg that OfficeTeam's transformation from its 14-year run as a successful value-added reseller to a trail-blazing MSP in the emerging Norwegian market was the right move.

"We still deliver **outsourced IT services**, but the proactive aspect of managed services is the key for us and our future growth," says Essenberg.

"We are new to the MSP world and want to be more efficient and able to handle more customers and that's why the **managed services model** and N-able's N-central **remote monitoring** and management (RMM) solution are very important to us," says Essenberg.

OfficeTeam uses N-central® 7.0 software for its RMM services and N-compass™ software for IT performance reporting. Both are made by N-able Technologies®, the global leader in RMM software for MSPs and IT departments.

Educating the Market with the Help of N-able

Essenberg admits that operating as an MSP in Norway is challenging because the untapped customer base is largely unfamiliar with the benefits of managed services.

Yet, by participating in N-able's Blueprint for Success training program, OfficeTeam is able to overcome this hurdle and easily explain to its customers and prospects the value of a managed services approach, he says.

"The turning point during the sales cycle is getting the customer to understand the concept and value of managed services," Essenberg says. "With N-able's training and support, we have been successful in showing our customers, as well as our personnel, the value of managed services and why it's so important to stop thinking about hourly fees and think more in terms of the service level and functionality managed services brings to the business."

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– Peter Essenberg, Chief Executive, OfficeTeam

OfficeTeam primarily targets small and midsize businesses (SMBs) with 20 to 250 employees. Since signing on with N-able in 2009, the fast-growing MSP has secured managed services contracts with 10 new customers. Right now, the company supports about 35 companies under its managed services offering, with 500 nodes under management.

"The MSP market in Norway is very new – there are a lot of traditional VARs, but very few successful **MSPs**, so there is definitely opportunity," Essenberg says. "We spend a lot of our time educating customers and prospects on what it is an MSP does for their business. In every sense of the word, we are an early adopter and Norway is definitely an emerging market for managed services."

For those customers who have previously outsourced their IT services, Essenberg states, "our value is the people we have inside our organization, especially our help desk and service consultants." And for the clients who have no experience outsourcing IT services, OfficeTeam provides them with the benefits of a full IT staff without the customer having to hire a single person, Essenberg says.

In the Norwegian market, the typical response time to a customer's problem is eight to 12 hours. Tapping into the power of N-central 7.0, OfficeTeam has been able to cut that response time down to two hours for standard issues and to 15 minutes for anything critical, without raising its fees.

"We commit by contract to a response time," he says. "It differentiates us in this market and holds tremendous value for our customers."

Essenberg says that N-able's freemium model – which includes a matching free license of N-central Essentials software and Endpoint Security Manager™ software for every current N-central 7.0 maintenance and support subscription – provides OfficeTeam with another lever to sell managed services successfully in Norway, further contributing to the company's rapid growth.

With a current staff of 15, including eight engineers, OfficeTeam expects to reach 25 to 30 employees in the next three to four years, Essenberg says.

The MSP's sales have doubled in the past two years and Essenberg projects significant growth this year, driven by OfficeTeam's supportive relationship with N-able.

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**

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