

# PROTIE COMMANDS FINNISH SMB MARKET



## ABOUT PROTIE:

Protie offers high quality IT services so its customers can focus on their core business management and development. Its expertise in customer strategies and project management creates a strong foundation for its services.

**Location:** Helsinki, Finland

**Website:** [www.protie.fi](http://www.protie.fi)

### Challenges:

- Resource balancing for a break/fix model.
- Lack of appropriate tools and resources to move to a strong managed services model.
- Become more proactive and preventative with its services vs. reactive.

### Solutions:

- Move to a managed services model and partner with N-able Technologies, using N-central, N-compass, Remote Audit Manager and Remote Netflow Manager.
- Protie manages the health of clients' networks through remote monitoring, which enables them to stay on top of the most common obstacles that occur.

### Benefits:

- Refined and accelerated services strategy.
- Achieved revenue and profit growth with same staff, due to increased productivity.
- Transitioned from a reactive to a proactive climate; preventing client issues before they occur.

Finnish managed service provider (MSP) Protie believes that securing trustworthy, reliable IT services should be as commonplace as purchasing electricity. In other words, it needs to be seamless, easy and worry-free.

To reach that lofty ideal, the Finnish company based in Helsinki, offers small and midsize business (SMB) customers a full complement of services—ranging from outsourced IT support to virtual machine hosting, cloud computing services and custom IT projects—all backed by a trained, experienced and highly professional team.

“Our goal is to make buying and using our services as honest, easy and comfortable as possible for our customers,” says Jukka Holm, Protie’s deputy managing director, managed services, and a partner in the company. “We are a true partner that our customers can trust to make sure everything in their IT environment is as it should be,” he says.

Protie initiated its dedication to managed services in 2008 when some of its customers, which the company historically had provided on-site break/fix services to, urged it to set up a more cost-efficient, fixed-fee model, says Holm.

“It’s difficult to have the correct amount of resources always available with break/fix services and we saw that we could not grow that way any longer,” he says. “Our customers wanted us to provide them with remote managed services, but we didn’t have the tools or processes in place to do it,” he says.

Following a year of searching for the right network and systems management (NSM) platform vendor, Holm attended a seminar by N-able Technologies®, the global leader in remote monitoring and management (RMM) software early in 2010. “I saw very quickly that N-able’s NSM solution was designed for companies just like us,” he says. “Everything is easy—like we want it to be for our clients.”

Protie became an N-able partner in July 2010 and uses N-able’s N-central® for RMM and N-compass™ for reporting, as well as N-able’s Remote Audit Manager and Remote Netflow Manager.

“When we changed our contracts to a managed services model we changed our tools as well,” he says. “In a short amount of time, we have gained a significant advantage as an N-able partner,” says Holm. “When we get fully up to speed with the products and take advantage of the features, we expect business to grow quite a lot,” he says.

Indeed, Holm estimates that Protie’s sales will climb at least 20 per cent this year, owing to its growing sophistication with managed services, he says. “We have the same number of people as two years ago, but we have grown our revenue and profits because we are more productive,” says Holm.

**"I saw very quickly that N-able's NSM solution was designed for companies just like us."**

*– Jukka Holm, Protie Deputy Managing Director, Managed Services*

## Proactive Services Makes it Easier to Service Customers

N-able's NSM solution also has allowed Protie not only to alter its business model, but also to refine its services strategy, notes Holm.

"We used to monitor how fast we reacted to clients' issues, but now we're trying proactively to prevent problems from happening in the first place," he says.

Most of Protie's over 100 managed services SMB clients, ranging in size from 10 to 400 workstations, are located in the local Helsinki area, Holm says, although a number have offices in Russia and other countries.

"Managed services changed the way we work," says Holm. "We used to work on-site, but now we try to do as much as possible remotely so we can serve our customers no matter where they're located," he says.

Protie does not specialize in any particular vertical segment because it believes that its services are "suitable for any SMB no matter what market they're in," says Holm. "The biggest IT providers are mainly focusing on larger customers and the SMB managed services market is still wide open."

"In the SMB market Protie is already the market leader and all of our managed services customers are on N-able," he says.

## 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](#)