

THE SKY IS THE LIMIT FOR SPECIALIZED MANAGED IT SERVICES



ABOUT SKYROPE:

Skyrope offers technology services for small business transformation. Skyrope was founded in 2001 with a single goal in mind – to transform small and mid-size businesses, by reinventing their strategic functions.

Location: Arlington, MA

Website: <http://skyrope.com>

Challenges:

- Educate SMBs and healthcare clientele on how to use technology to transform their strategic business functions (IT, operations, marketing and sales).
- Show clients the new path of cloud computing and the power of managed IT services.

Solution:

- Skyrope's business philosophy is that its people think business before technology. The company offers managed IT services powered by N-able Technologies' N-central in six different packages, as well as cloud and web services. It offers unlimited 24 by 7 by 365 support.

Benefits:

- Provide unlimited 24 by 7 by 365 support to customers.
- Grew customer satisfaction ratings to all-time high.
- Increased revenue 300 per cent in four years.
- Bolstered profitability and productivity.

In 2004, the four physician founders who launched the Spine and Pain Institute of New England knew right from the start that adding a specialized technology solution was crucial to their success.

That technology, which enabled the Institute to compile, retain and share patients' health records electronically, now is commonly referred to as electronic health records (EHR). It has evolved to become the centerpiece of modern medical record keeping, and, starting next year, the federal government will award millions of dollars in incentive funds to medical organizations that adopt it.

"At the time we started, there was no real implementation of EHR," says David Barna, the Institute's director. "We wanted to start with the technology right off the bat and we knew that it required a high level of IT input from skilled and knowledgeable professionals," he says.

So began the Institute's long-standing relationship with Skyrope LLC, a national managed service provider (MSP), based in Arlington, MA, which specializes in technology business solutions for small and midsize businesses (SMBs) with a focus on the healthcare, legal and financial markets.

Skyrope, which began operations in 2001, has focused on managed services since its inception, says Marcus Lincoln, a managing partner at Skyrope. Lincoln notes that Skyrope has "matured beyond a 'boxes and wires mentality' in favor of technology that lowers cost, drives sales and improves operations and profitability."

Spine and Pain Institute requires a higher level of IT expertise

Even at the outset of its relationship with Skyrope, the Institute asked a great deal, requiring the MSP not only to implement an EHR solution, but also to help construct its entire IT infrastructure, Barna explains.

"We started with Skyrope on day one and grew with them," Barna says. "Their accumulated knowledge in the healthcare market is second to none."

"Skyrope found third-party vendors and came back to us with pricing, advice and an implementation strategy for our IT infrastructure," Barna says. "They give us the highest level of service and, over the years, have provided the highest level of uptime at 99 plus per cent," he adds.

"Healthcare is a natural fit for us," Lincoln says. "We developed vertical expertise in the healthcare market early on so we understand deeply the scheduling, billing, operational and technical issues with medical companies."

At the heart of Skyrope's managed service solution for the Institute resides their partnership with N-able Technologies®, the global leader in remote monitoring and management (RMM) software, and their N-central® RMM solution and its N-compass™ reporting tool. These technologies serve as the engine for six different, subscription-based, managed IT packages it offers, including network, server, desktop, backup and security.

Using N-able's technology, Skyrope monitors the Institute's five servers and 20 plus workstations, which are housed in five different locations, as well as field laptops.

"We constantly synchronize data between offices and process data for billing requirements," says Barna. "With Skyrope and N-able, we know we partnered with the right people and are using the right technology."

“We have experienced strikingly rapid growth since forming a partnership with N-able and introducing N-central and N-compass.”

– Marcus Lincoln, Managing Partner, Skyrope, LLC

Lincoln says Skyrope is “among a new breed of service providers that are equipped to address the new reality in IT. People want you to wrap your arms around their entire IT problem, tell them what they need and offer an all-inclusive program to them,” he says. “We offer a 24 by 7 by 365 help desk and manage a tier-1 NOC (network operation center). With the help of N-central, we are better able to manage our clients’ IT for and with them and take the complexity away.”

Skyrope also credits N-able with helping it to gain traction in other aspects of the demanding healthcare market and growing the company’s footprint.

“We have experienced strikingly rapid growth since forming a partnership with N-able and introducing N-central and N-compass,” says Lincoln.

“We supported 911 for the City of Cambridge – emergency services the fifth highest population density in the US – with N-able for three years,” says Lincoln. “That’s a 24 by 7 by 365 operation that never sleeps.”

Currently, Skyrope supports a three-digit number of clients including national non-profits with multiple offices from Boston to the Midwest; brick and mortar companies with offices all over the East Coast; and progressive professional services companies with telecommuters and cloud-based infrastructures. “N-able has been instrumental as the backbone of all our MSP offerings,” says Lincoln.

Delivering a business and technology advantage

Lincoln notes that Skyrope further distinguishes itself not only by its managed IT services, but also with its cloud and web services. The company supports an extensive cloud services portfolio, featuring both cloud-based core business applications for healthcare, legal and financial verticals as well as innovative, cloud-based infrastructure services that save SMBs time and money.

In addition, Skyrope offers Internet marketing and sales support as subscription services, extending the definition of managed services beyond IT. “We are here to help SMBs take advantage of recent tipping points that introduced fundamental changes in how people buy and use managed services to increase their top line – not just to control their costs and to drive productivity”, Lincoln says.

Skyrope understands from an SMB’s perspective that the cloud has changed technology a great deal in the past two years, says Lincoln. “Now, if you don’t have a game plan for moving to the cloud, you’re a dinosaur in the making and, if you’re not using social media strategically, you’re behind the curve,” he says.

Another clear divide between Skyrope and its competitors is that Skyrope didn’t start off as a break/fix IT shop. “We saw the need for managed services in the SMB space and healthcare market very early on,” says Lincoln. “As an organization, we are all business people first and technologists second. We pride ourselves on not being the guys with a hammer thinking that everything looks like a nail.”

As a result of its successful partnership with N-able and commitment to its clients, Skyrope has experienced exponential growth over the last four years. “We’ve grown our revenues by 300 per cent and our profitability and productivity is at an all-time high,” says Lincoln.

Next Steps

- [Read more case studies about N-able’s MSP Partners](#)
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