

SNAP TECHNOLOGY BOLSTERS CUSTOMER SERVICE AND BUILDS A STRONGER BUSINESS MODEL WITH N-ABLE TECHNOLOGIES®



snap technology, inc.

ABOUT SNAP TECHNOLOGY

Snap Technology was founded to provide small and midsize businesses with an enterprise IT department. The company's purpose is to enable SMB customers to focus on their business and not their IT systems. Snap Technology provides a broad range of services built around one simple idea: to make IT systems work for its customers.

Location: Cumming, GA

Website: www.snaptechit.com

Challenges

- Break/fix business model that limited productivity and profit.
- Time-consuming, inefficient trips to client sites.
- Running a viable business in a competitive market.

Solution

Adopting a managed services/recurring revenue model built around N-able's RMM technology and MSP business and go-to-market expertise.

Benefits

- Doubled its services growth.
- Gained greater insight into customers' needs and the ability to address them quickly and cost-effectively.
- Saved a customer more than \$20,000 by eliminating the need for them to hire an additional IT professional.
- Set the groundwork for a flat-fee model covering the full range of the company's offerings.

After founding Snap Technology Inc. to deliver break/fix IT services to a handful of customers in and around Atlanta, Georgia, Daniel Shaffer found that his billable hours could never quite catch up with his car's odometer. No matter how many miles he logged each day on customer visits, it never seemed to be enough to put him on the road to success.

Determined to find a better way, Shaffer, COO and co-owner of Snap Technology, tried a different approach – spending one day at each of his customers' sites weekly. Although this ultimately cut down on travel time, it created unnecessary customer service delays.

After researching other avenues, Shaffer decided managed services was exactly what he was looking for as an alternative to his existing business model. The result: Snap Technology teamed with N-able Technologies®, the global leader in remote management and monitoring (RMM) software for managed service providers (MSPs).

After deploying N-able's N-central® 7.0 RMM platform, Snap Technology started transitioning customers to the new managed services delivery model and began to see immediate benefits.

"Now we can give our customers support five days a week with the same amount of resources," says Shaffer. Tasks that previously were seldom done on behalf of the customer, such as defragging hard drives, are now repeatable, scheduled tasks performed through the N-central RMM platform.

Services growth has doubled

In the meantime, Snap Technology has doubled its services growth. "A lot of our growth has come from our existing client relationships," says Shaffer. "Now by using N-able, we are able to add new services and expand upon what we do for them."

Shaffer and Shawn Brown, co-owner and CEO of Snap Technology, attribute their early managed services success not only to N-able's technology, but also the vendor's partner support and education resources. By leveraging N-able University™ and its team of Partner Development Specialists, Snap Technology was able to put in place a process to move its customers to the managed services model and deliver the services in a well-planned, defined way.

"N-able's business support resources really helped us define what our service offerings were going to be," says Brown. Working side-by-side with N-able, Snap Technology designed and currently offers a cafeteria-style menu of services from which its clients can choose, including monitoring, backup and help desk. Brown says N-able guided his team on how to set pricing to avoid a common pitfall with new MSPs – pricing so low that profits become more of a dream than reality.

“Managed services is a great value proposition that is proven to save our customers money, boost productivity and enable us to better service our clients both in the short- and long-term.”

– Daniel Shaffer, COO and Co-owner, Snap Technology

Today, Snap Technology’s customer base includes medical practices, law offices, financial companies, schools and certified public accountants. When the company started the transition to managed services, explaining the shift to customers required a lot of education. But any reluctance quickly vanished when customers saw the benefits of the new services delivery model.

For instance, while in the past it might have taken three hours to fix a computer, now as a result of remote monitoring, problems within a customer’s IT infrastructure are detected and resolved before they can have an impact on network performance and availability. It’s not unusual, says Shaffer, to hear customers say they were about to call to report a problem when they noticed it had already been fixed. “We never had that visibility into their systems before,” says Brown.

That visibility leads to downtime prevention and productivity gains, resulting in sizable cost savings for customers. One client realized a savings of more than \$20,000 by contracting Snap Technology instead of hiring another IT employee. The client, a school, is now using the money to pay Snap Technology to beef up its network infrastructure.

Snap Technology uses N-central to manage about 700 client nodes. The company is projecting double-digit year-over-year growth and sees no signs of stopping as the MSP moves toward the next phase in its evolution – switching customers to a flat-fee service arrangement. Instead of paying for each service, customers will pay a set fee for everything that Snap Technology has to offer, including hardware replacement.

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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