

# IT Systems Integrator Builds Customer Trust with N-able

## CASE STUDY



## Solsoft

### About Solsoft Technology Ltd.

An IT systems integrator and solutions consultancy that provides network analysis, implementation, maintenance and custom software development

**Location:** Bristol, UK

**Website:** [www.solsoft.co.uk](http://www.solsoft.co.uk)

### Challenges

Needed a more profitable business model to provide network maintenance services

Existing remote monitoring services and network management tools were limited

Wanted to provide more proactive service to clients

### Solution

N-able's Velocity System

N-able's Velocity Blueprint

### Benefits Realized

Immediately won new customers based on N-able platform

Accelerated sales cycle with a more effective value proposition

Developed first complete business and marketing plan for managed services using N-able's Velocity Blueprint

Expect to improve resource utilization by at least 50% over first 18 months using N-able's Velocity System

As IT consultants to mid-market businesses in South West England and South Wales, Solsoft Technology found itself in an unusual market space. Mike Ralston, Managing Director at Solsoft, explains: "We're one of the few companies who do what we do – we're consultants but we also do network implementation and support. There are lots of small guys who drive around in vans and offer break-fix services, but there are very few service providers in the middle."

With 70% of its customer base using network support, Solsoft knew the service was in demand. But Ralston wasn't entirely happy with their client engagements. "It was what I call a negative engagement. We sold blocks of support time, so the customer called us when something was wrong and they weren't happy."

And, although Solsoft was providing some remote maintenance services using products like IpSwitch WhatsUp Gold (now discontinued), and Microsoft Operations Manager (MOM), "Customers wanted more reliability, visibility and dependability. We wanted the same things, as well as to have a more adaptive approach – to be flexible and adapt to changes in our customers' networks," says Ralston.

After researching platforms for managed network services delivery, Solsoft chose the Velocity System™ from N-able Technologies and has since worked diligently with N-able on the associated business model and marketing plan for the new service offering.

## A Smooth Business Transition

In addition to the comprehensive remote monitoring platform that Velocity System offers, Ralston says that the N-able business consulting service, called Velocity Blueprint, was a primary factor in their choice of N-able.

"N-able has a holistic approach to service provision. Other companies seem to be targeting the corporate market, looking just at the technology side. But we needed some hand-holding on the marketing and business strategy for these services. N-able offered that."

In addition to helping Solsoft create the business model and segment its market, Ralston says, "N-able is also helping us look at our resources and match that to what we can deliver. Every business should do this – we should have done it years ago – it is a structured approach to making the transition away from block time to a managed services model."

In fact, Solsoft is already discovering that a managed services offering is an easier sell. "We have recently won new business based on the N-able platform, which has made the business much easier to win. It changes how we present ourselves," he notes. "It is a more sophisticated sell that matches the kind of customer engagement that we want."

*"You don't just become a managed service provider overnight – you need a good technology platform and a partner that understands the business and can hold your hand as you create the business case. The answer for both of those things is N-able."*

**– Mike Ralston, Managing Director, Solsoft**

*“N-able is one of the only platforms that pulls together a broad range of network monitoring components into a single system, with a single, very manageable interface.”*

**– Oliver Perrin, Senior Consultant, Solsoft**

## Engineering Support

One of Solsoft’s competitive advantages is a highly-certified staff of engineers – and the company itself is a Microsoft Gold Partner for Advanced Infrastructure. Ralston explains why he feels expert managed services and highly trained staff go hand-in-hand for success: “We have the most Microsoft Certified Professionals of any organization within 100 miles, and that certification gives our customers confidence – they really trust these guys. So when one of our engineers recommends a service called N-able, the customers take it seriously.”

Oliver Perrin is a Senior Consultant at Solsoft and he couldn’t agree more. “N-able allows us to be more proactive with clients, in terms of the response we can give. It allows us to monitor a much wider range of components of a network system, such as hard disk space and SNMP monitoring. N-able is one of the only platforms that pulls together a broad range of network monitoring components into a single system, with a single, very manageable interface.”

Perrin points out a couple of pleasant surprises that he found with N-able. First are N-able’s reports: “The built-in reports are very smart. They give a really nice professional edge to what we’re doing.” Another perk, he says, is that “N-able has a whole roster of things to offer outside of the software – like their online university for example. They have great support offerings.”

## Proactive Services, Better Business

Ralston, for his part, is satisfied with the business advantages that N-able has already brought to his firm. He expects to see “a 50% improvement in our resource utilization over the next 18 months” thanks to more proactive remote monitoring.

The client relationship is also transformed. “We can now call our customers in a proactive, positive capacity. We tell them, ‘we’re seeing this issue so we’re going to do something about it,’ or better yet, ‘we’ve already fixed it.’”

That kind of relationship is worth gold to Solsoft. According to Ralston, “Trust builds up faster and to a greater extent than it used to. And that makes customers more open to buying our other products and services.”

## About N-able Technologies®

Founded in March 2000, N-able Technologies is the market leader in transforming service organizations into managed service providers (MSPs). N-able’s combination of products, people and processes help service providers, develop, sell and deliver highly profitable managed services to the small- and medium-sized business (SMB) and mid-enterprise markets. N-able’s product line provides complete solutions to monitor, manage and optimize information technology and security from a business perspective to evolve IT services from reactive to proactive to managed.



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