

# TELSERV TAPS N-ABLE TO DELIVER MANAGED SERVICES TO SMBS



## ABOUT TELSERY COMMUNICATIONS INC.

TelServ installs and services high-quality, leading-edge technologies, systems and peripheral equipment. Its primary goal is to recommend and implement technology solutions that are cost effective, executable and operationally supportable. The company strives to provide solutions that add true value and measurable advantages in support of customers' technology and business goals.

**Location:** Aberdeen, SD

**Website:** [www.telserv.biz](http://www.telserv.biz)

### Challenges

Deliver a consistently high level of service and network performance by monitoring customer's IT infrastructure and providing remote, as well as onsite, support services.

### Solution

Team with N-able to develop and deliver small office IT and managed services to SMBs.

### Benefits:

- Now serves as the de facto IT department for many customers.
- Maintains a successful SMB-focused managed services practice.
- Continues to grow revenue and profits at record rates.
- Leverages N-able's freemium model to offer SMB clients an entry-level managed service.

Business owner Eric Hanson knew he wanted to evolve TelServ Communications Inc., and deliver remote monitoring and management services to his company's small and midsize business (SMB) clients.

In 2004, Hanson became part owner of TelServ, which was a value-added reseller providing cabling and telephone systems to local businesses. "We were a time-and-materials, break/fix shop burning the midnight oil," Hanson says of TelServ, based in Aberdeen, SD. "I thought that the best way to really help our clients was to begin monitoring their networks and provide them with remote, as well as onsite, IT support services."

In talking to his customers about the company's new direction as a **managed service provider** (MSP), Hanson quickly realized TelServ was on the right path.

"I knew in my mind what I wanted, but I just didn't know what technologies were out there to help us reach our goals," he says. "When we told our customers that we wanted to become their IT department and monitor and manage their networks remotely, they all said, 'Can you set us up today?'"

After experimenting with packages from Level Platforms and Zenith, Hanson selected the N-central® **remote monitoring** and management platform, along with the N-compass™ IT performance reporting system, both from N-able Technologies®.

## SOLUTION STANDS OUT FOR ITS FLEXIBILITY AND USABILITY

"We really like the flexibility, architectural design and usability of N-central and N-compass," says Hanson. "We can easily tailor N-central to meet our specific needs and N-compass is very useful for generating reports and demonstrating return on investment to our clients."

Since turning to **managed services** and teaming with N-able, TelServ has accelerated the growth of its MSP practice, expanding from three employees to 17, including seven engineers and network operation center (NOC) technicians.

While the company's overall revenue has risen steadily at a double-digit clip for the past six years, Hanson says net profit on its managed services business could more than triple this year.

"We have put a considerable amount of recurring revenue to the bottom line and more than doubled our profitability in the last three years," he says. "The quality of service to our customers has increased dramatically."

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They say, ‘Let’s develop a managed services offering, find customers, set pricing, figure out how to deliver it and how to be good at it.’”

– Eric Hanson, Owner, TelServ

According to Hanson, all of TelServ’s 47 managed services customers are SMBs – many of them lacking an IT department of their own, which creates a perfect “in” for TelServ’s value proposition.

“Our preferred client for managed services is located within 100 miles of us, has 20 to 25 seats, with one to two servers,” Hanson says. “With the demographics of being in the northern plains, the human resource part for most of our customers often is lacking. The niche we fill is providing our customers with the right, skilled IT people and expertise they can’t find on their own.”

Right now, TelServ has about 720 nodes under management with N-central, 70 of which are servers and the remainder desktops. The MSP has also teamed with N-able to develop a custom IT and **managed services package** for small business customers, that combines N-central’s new freemium N-central Essentials and Endpoint Security Manager™ licenses.

“The new N-able N-central Essentials and endpoint security licenses, which we call Net Stability Essentials, have really opened the door for us to the SMB market,” Hanson says. “These technologies have allowed us to roll out a price-competitive **anti-virus solution** to customers we couldn’t get to before. Using N-able’s N-central technology, we can quickly deploy an agent and provide our clients with a closer look at the health of their network and discuss on a more strategic level what purchases and investments should be made.”

With its growing success in the managed services market, Hanson says that TelServ’s relationship with N-able has made all the difference.

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“I really like where N-able is going,” he says. “With other vendors, within a year, I was looking around. But I haven’t done that at all with N-able and that says a lot about what I think of our relationship.”

## 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