

EARLY ADOPTION OF MANAGED SERVICES SETS APART WANBOUND TECHNOLOGIES



WANBOUND

ABOUT WANBOUND TECHNOLOGIES

WANBound maintains a clear focus on delivering a complete managed services offering to its customers. The company provides managed administration, managed infrastructure, managed hosting and managed security services, as well as custom services.

Location: Woerden, The Netherlands

Website: www.wanbound.com

Challenges

- Winning new customers.
- Switching clients from break/fix to managed services model.
- Automating the monitoring of its custom firewalls.

Solution

- Works in break/fix model initially but slowly transitions clients to managed services as the benefits become obvious to the client and trust is established.
- Uses N-able's freemium licensing model to capture new business and N-central for its RMM capabilities.

Benefits

- Improving customers' IT infrastructure availability and performance.
- Doubling of managed services contracts over the past year.
- Managing 400 nodes remotely with N-central.

Five years ago, when WANBound Technologies began offering managed services to its customers, the company intended only to remotely monitor and manage its UNIX-based, custom-made firewalls.

"We were selling a hardware firewall that we designed and checked manually," says Jurgen van Vliet, WANBound's chief executive. "From our experience, most companies' firewalls were not managed," he says. "Our value-add was to monitor and manage the firewalls we made and installed."

The managed services provider (MSP), centrally located in Woerden, The Netherlands, soon found it had to check in manually more frequently than planned, to stay on top of the firewall monitoring.

When clients wanted to add monitoring and management for their servers, "we realized it was too much for manual labor and custom scripts," says van Vliet. "We began looking for outside applications that would fit and be more cost-effective."

The MSP's search eventually led to N-able Technologies®, the global leader in remote monitoring and management (RMM) software. Currently, WANBound uses N-able's N-central® 7.0 platform for RMM as well as customization services. N-central features a unique hybrid freemium licensing model that lowers the overall costs of deploying RMM.

"For us, one of the biggest strengths of N-central 7.0 is the development kit," says van Vliet. "We have customers with exotic equipment that we have to monitor, and the software allows us to do that."

N-central a 'tremendous benefit'

"Our firewalls are our own design and there's no monitoring vendor in the world that supports them," van Vliet notes, "but we can customize N-central to work with them and that's been a tremendous benefit."

WANBound offers business support, wired and wireless surveys, virtualization, storage and IT leasing, in addition to remote monitoring and management services.

The company sells products and services to some 250 customers from a wide range of market segments throughout The Netherlands, including healthcare, education, manufacturing and legal.

"Before we changed our focus to managed services, most of our customers were for break/fix services," van Vliet says. "But in the last year that has changed a lot."

Currently, the MSP remotely manages about 400 nodes with N-central, including servers, workstations and firewalls.

WANBound supports its customers with a stable of 10 engineers, all of whom have been carefully selected and trained by the MSP to work in a managed services model and with N-central.

"We hope to expand our number of engineers," says van Vliet, "but working in a fixed-fee model requires a bit of different thinking. Most engineers here are trained in break/fix and need to learn that they can do more remotely."

“N-central is one of the most important tools we use to prevent customers’ problems and solve them quickly. Our entire partnership with N-able continues to play a critical role within our growing success as an MSP.”

- Jurgen van Vliet, CEO, WANBound

WANBound believes that its focus on managed services will continue to set it apart from other MSPs in The Netherlands.

“A lot of companies here don’t do managed services. A few do online backup and some work in a pre-paid model but many stay with hourly break/fix.” We believe that more interest is coming for managed services,” van Vliet says. “Our biggest argument against break/fix and for managed services is that with managed services the responsibility for the customer’s technology shifts to us.”

He continues: “Because it is our responsibility, we do everything in our power to fix our customers’ problems and prevent it from happening again. In the end, our customers have fewer problems and we are more successful for it.”

Judging by a doubling in the number of signed managed services contracts over the past 12 months, WANBound appears to be on the right track.

“It’s not all new business but the numbers show that we are able to demonstrate to customers why they should make the switch to managed services,” van Vliet says. “N-able’s freemium model, which allows us to offer free, limited licenses for device management, has helped us a great deal.” “N-central is one of the most important tools we use to prevent customers’ problems and solve them quickly,” says van Vliet. “Our entire partnership with N-able continues to play a critical role within our growing success as an MSP.”

Next Steps

- **Read more case studies about N-able’s MSP Partners**
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