

Network and Computer Services Provider Increases Revenue with N-able

CASE STUDY



CHIPS COMPUTER SERVICES

About CHIPS Computer Services

IT products and services provider to small- and mid-sized businesses

Location: Hugo, Minnesota

Website: www.chipscs.com

Challenges

Technician resources were poorly utilized

Wanted a business model and program to offer customers a higher level of service; to act as a true virtual IT department

Needed a way to attract and service more and larger customers

Solution

N-able's Velocity System

N-able's Velocity Blueprint

Benefits Realized

N-able-based proactive services program paid for itself within first six months

Increased revenues

Dramatically increased utilization of technicians – from 45% to 60%

Retained and attracted new customers, including new market segment of larger organizations with small internal IT departments

Even before Tony Chiappetta discovered N-able Technologies, he envisioned his network and computer services business evolving to a more proactive model. “We had created a proactive maintenance program where customers were scheduled in for specific services,” says Chiappetta.

But, his technicians still had to visit the customer site to manually perform the scheduled maintenance. And, scheduled maintenance didn't prevent unexpected problems from arising, often requiring a technician to interrupt scheduled maintenance to deal with emergencies.

Since January of 2006, Chiappetta has been rolling out remote network management services based on the N-able managed services platform. He sees it as the “next generation” of his company's proactive service offering. Chiappetta states, “N-able allows us to offer more without having to charge more. We can provide better and more consistent service.”

Improved Resource Utilization

“What differentiates CHIPS from our competitors is customer service and speed of resolution,” Chiappetta says. Maintaining that edge was his primary motivation for moving CHIPS services in a more proactive direction. “We have been like a virtual IT department for customers who are on scheduled service programs.”

The addition of the N-able platform has dramatically improved that service, as well as the productivity of the four-technician business. “The N-able program really allows us to be a 24x7 virtual IT department,” Chiappetta reports. “With N-able we can do more and shorten resolution times – even to the point of avoiding any downtime at all. It's as if we're inside the customer's building.”

Prior to rolling out the N-able program – called Prime Care – to its customers, CHIPS technical resources “were close to maxing out,” Chiappetta recalls. Today, however, that's changing because N-able's remote proactive monitoring platform means that “my technicians don't have to be onsite all day, and we can eliminate driving to and from customer sites to do our work.”

Chiappetta offers an example: “I have one customer that I used to spend half a day onsite with every week. With N-able, I now take care of their maintenance remotely in just an hour, whenever it's convenient for me. Not being onsite with customers means I can get other things done.” This benefit is replicated across all four of CHIPS's technical staff. “I expect that tech utilization will improve from 45% to 60% thanks to N-able.”

Those technical site visits are replaced by quarterly business calls, during which Chiappetta sits with the business owner or IT director to review system performance and plan IT strategy. “We report to them about what we've done – in many cases we've found and corrected issues even before the customer knows about them. It gives customers a higher level of confidence in us.”

“N-able was committed to my success. The templates they provide, the support, everything – it all shows that they know their success is tied to the success of their partners. That was a key factor for me as a smaller company.”

– Tony Chiappetta, Owner, CHIPS Computer Services

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Sharing In Success

The N-able platform proactively notifies technicians at CHIPS when something is amiss with a client server or desktop – for example, a breach of security or when hard disk space is running low. "We all have Blackberries here, so we get N-able's notifications immediately, even if we're in the car," he says. "That's critical for us because we're not large enough to have one person just manning the N-able interface fulltime."

"We also like the fact that N-able gives us many ways to look at a network device. For example, on a server, you can't get all the status information you need just from the agent software. N-able lets us use a probe to monitor other things like connectivity."

CHIPS also uses N-able's IP address connectivity feature to get a view of a customer's WAN port or gateway IP address. "Again, this gives us a different view of the customer's network that's very useful in identifying the cause of some problems."

Just as important as the technical features, is N-able's business support. "I depended on N-able's Velocity Blueprint for customer segmentation, and they walked me through the development of services and programs. I used N-able's worksheets and flysheets to help put together offerings – this was really great to start the new program."

Today, Chiappetta is focused on bringing more customers online with the Prime Care program. He's also working with N-able on a new service offering for larger customers with small IT departments. Called Prime Assist, the new program will allow CHIPS to provide beleaguered IT departments with access to 24x7 remote network monitoring, in addition to occasional use of CHIPS technical resources via phone, email and onsite support as required.

Reflecting on his relationship with N-able, Chiappetta says, "N-able was committed to my success. The templates they provide, the support, everything – it all shows that they know their success is tied to the success of their partners. That was a key factor for me as a smaller company."

About N-able Technologies®

Founded in March 2000, N-able Technologies is the market leader in delivering technology and training that transforms 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) market. N-able provides complete solutions to monitor, manage and optimize information technology and security from a business perspective, deliver business-value reports and drive effective and efficient service delivery.



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