

IT Leaders Strikes Gold with Managed Services Model

Partnership with N-able Delivers Peace of Mind and Brings Big Value to Australian MSP

CASE STUDY



About IT Leaders

IT Leaders is a dynamic Australia-based IT company dedicated to delivering a world-leading standard of services and products for small and medium-sized businesses. The company is focused on ensuring that customers receive a measurable return on their IT investment.

Location: Brisbane, Australia

Website: <http://itleaders.com.au/>

Challenges

Maintaining high service standards for a rapidly growing customer base

Transitioning to a managed services model

Choosing the right managed services solution to ensure success

Educating customers and prospects about the value of IT Leaders' services

Solution

N-central remote monitoring and management software from N-able Technologies

Benefits Realized

Able to serve larger organizations with internal IT departments

Delivering improved customer service

Expandable solution supports multiple operating systems and mixed-environment customers

Simple interface and ease of use allow for rapid implementations

Like many entrepreneurs, Scott Jones gambled everything he owned – his guitar, his motorcycle and even his furniture – to raise the funds necessary to create his new company IT Leaders. But the gamble paid off and over the next few years, Jones' business grew quickly, creating new challenges and uncovering even more opportunities to expand IT Leaders' professional services.

Since its debut in May 2003, IT Leaders has evolved from a one-man integrator – in which Jones worked 100-hour weeks to keep clients satisfied – to a two-office managed service provider (MSP) with more than 1,000 business customers and an average increase of revenues exceeding 50 per cent year-over-year. According to Jones, one of the primary reasons IT Leaders has been so successful is the strong working relationship the company builds and maintains with its customers and vendor partners.

When IT Leaders made the decision to move to a managed services model, Jones knew a defining moment would be selecting the right MSP software provider. And Jones wanted nothing less than best-of-breed technology, service and people skills. "I want to know I am on the same wavelength as the people I will be working with," says Jones, General Manager and Founder of IT Leaders. "Whether the software has feature X or feature Y becomes rather irrelevant if there is a breakdown in the relationship, and issues arise that cannot be resolved in an acceptable timeframe."

N-able solution prevails 'on a number of levels'

At first, IT Leaders considered using public domain software to create its own tools, then considered Kaseya's software, but it was the N-central® platform from N-able Technologies® that stood out over the rest. "I quickly ruled out the first option due to the time it would take to implement and perfect," recalls Jones, referring to the do-it-yourself option. "Then we looked in detail at the offerings from Kaseya and N-able, and N-able's technology and team won me over on a number of levels."

Jones says his senior engineers at the Brisbane-based firm preferred N-able's N-central to Kaseya's solution due to a stronger connectivity backbone and simpler interface, which helped to abbreviate training time. "Easier to learn to me means faster to implement and fewer mistakes in our transition to an MSP – so that scores highly," says Jones. "N-central also supports monitoring a full range of operating systems, which is great for supporting our mixed-environment clients, as well as for future proofing."

During testing and evaluation N-able's N-central software performed exactly as described in sales presentations, which helped IT Leaders land its first technology MSP contract before it had even finished implementation. "It's great – and refreshing – to work with a product that does what is described in its literature," says Jones.

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Benefits of managed services easily communicated

The vendor’s training and education is also exceptional, he adds, which further enabled IT Leaders to educate its small and midsize business clients about the benefits of managed services and technology, as well as the risks associated with wrong choices and poor implementations.

“N-able’s dedication to educating their partners really shows with their superb N-able University,” says Jones. “Having the great range of tools from N-able’s training program made it much easier to figure out how to build an offering around their product and educate our customers on the value of our service. All this and more are accessible for no additional cost via N-able University.”

IT Leaders felt even more secure about tying its MSP success to N-able, due to N-able’s business ethics, respect for its partners and history of growth.

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About N-able Technologies

N-able Technologies is the preferred global supplier of remote monitoring and management technology and specialized business support services for managed service providers. N-able’s proven platforms offer the right combination of technology, people and processes, which help IT service providers to deliver highly profitable managed services to small and medium-sized businesses. N-able maintains operations in North America, the U.K., Asia-Pacific and Australia.



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