

# masterIT Ramps up for Rapid MSP Success with N-able's Velocity System™

## CASE STUDY



### About masterIT

A leader in technology services for small and medium-sized businesses, offering a proven service portfolio for clients looking for simple monitoring services to complete outsourced IT solutions. masterIT's proactive services enable clients to lower IT service costs, usher in a new sense of business security and, foremost, provide clients peace of mind knowing their IT services are in trusted hands.

**Location:** Memphis, TN

**Website:** <http://www.master-IT.com/>

### Challenges

Needed technology and business support to deliver fixed-fee services to organizations with 20 to 250 users

Reporting to demonstrate business value to C-level and other customers

Automate services to contain costs and maximize profit

### Solution

N-able Technologies® Velocity System

### Benefits Realized

Rapid market entry and sales success

Ability to reduce customers' IT costs and end-user downtime

Use automation to support more seats with fewer engineers

Gain a competitive advantage through consistent, cost-effective service delivery

If you're exploring managed services as a business model and wondering whether it can put you on a fast track to sustained success, look no further than Michael Drake and his high-growth company masterIT.

An established IT executive who's seen how the market can chew up businesses that deliver break/fix service, Drake has fully embraced N-able's remote monitoring and management solution and quickly used it to build a thriving pure-play managed services practice in less than 18 months.

"We would like to be seen as the poster boy of success for managed service providers (MSPs) in the North American market," says Drake, masterIT's Chairman and CEO.

Exactly how successful is it? Very! In just five months using N-able's Velocity System, masterIT rolled out a set of unique managed services and secured 15 highly coveted fixed-fee accounts. "The last two projects we signed as pre-cursors to our fixed-fee services exceed \$250,000 in combined revenue," says Drake, "and it's just the beginning."

### Seeking a more lucrative business model

Picture yourself building an IT services business largely from scratch. That was the scenario Drake faced in early 2006, shortly after he founded masterIT in Memphis, TN. An 18-year IT veteran, Drake knew the financial and operational issues of offering break/fix or even responsive services and had resolved to look for a more lucrative business model that would produce rapid results and lasting success.

Drake and business partner Gary Wiseman wanted masterIT to generate substantially higher margins and enjoy a competitive differentiation by offering a comprehensive set of IT services delivered at a consistently world-class level. They did their homework and came away convinced that managed services was the way to go.

"Managed services gives us everything we want in a business model," says Drake. "It ensures that our customers' networks are proactively monitored and managed so that all of the devices run at optimal levels, with virtually no downtime for users. And it gives us a competitive advantage by enabling us to automate our services and deliver them at a higher level than our competitors."

Once it was decided that masterIT would be an MSP, the key to success was to standardize on a managed services solution that would serve as the technology foundation for the business. Drake and Wiseman, the company's President and CTO, did their homework there too, choosing Velocity System on the strength of its N-central® remote monitoring and management platform and the business and technical support that N-able provides through its Velocity Blueprint for Success.

*"The ability to create business value messaging, marketing collateral and Web site content and to set up the product itself – all utilizing N-able personnel and support – dramatically reduced our time to market by at least six months."*

**– Michael Drake, Chairman and CEO, masterIT**

*"Our two main messages to prospects are that we will measurably lower the total cost of ownership of their infrastructure and that we will give them hassle-free IT."*

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N-able Technologies is the preferred global supplier of remote monitoring and management technology and business transformation 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.

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