

Success Stories

Find out what our clients have to say



03 **Adaptive Solutions**

06 **centrexIT**

09 **Onsite Technologies**

12 **Shackleton Technologies**

15 **Taylor Made Computer Solutions**

18 **SunTel Services**

21 **BTA**

Inbay works with MSPs from around the world who want and need a trusted partner to help them drive profitable growth.

We work closely with our partners to help them get to where they want to be – and we help them get there in a variety of ways.

Find out how we have helped our partners to deliver enhanced service desk, NOC and project services and what they have to say about it in their own words.

“Inbay’s competency and customer service have been truly differentiating factors...”



04 Success Story **Adaptive Solutions**

When Adam Doblo, CIO at Adaptive Solutions, Inc. wanted to expand his service offering and build recurring revenue he looked around for an IT service provider who could really take his business to the next level. After a free trial and rigorous testing he was compelled to choose Inbay.

Founded in 1998, Adaptive Solutions is a nation-wide provider of legal-specific systems integration and consulting services. As their reputation has grown so has their client base which now includes medium to large legal corporations and healthcare providers. Adam knows that one size does not fit all. Likewise, he was looking for an IT service provider who could understand his unique requirements.

Adaptive Solutions has made the conscious decision to work almost exclusively within the legal vertical with a 300 firm customer base. Obviously legal firms tend to be quite conservative and place greater emphasis on stability and utility over bells and whistles.

Adam knew he had to choose an IT service provider who could ensure a seamless integration throughout the onboarding process and on a daily basis.

Prior to utilising Inbay, Adaptive Solutions, who has 50 employees on an international basis, relied on an internal level-one helpdesk and a rotating on-call process. This solution was not providing the results they needed to deliver.

So, at the beginning of this project Adam had three specific desired outcomes, namely:

- › To offer services beyond 8am-6pm without the addition of several expensive engineering resources.
- › To gain access to qualified engineers to assist in vital yet relatively low value troubleshooting efforts.
- › To gain access to an elastic pool of engineers based on our needs.

“But our main requirement was competency,” says Adam Doblo. “It was important to us that whomever we chose as a partner would understand our needs, follow our established processes and allow us to enhance our value to our clients.”

Adam says that ultimately the decision to partner with Inbay was an easy one. His impression of the company, which has been borne out, is one of competence and a desire to do the very best for their clients. “Competency and customer service have been truly differentiating factors and Christie, our Channel Manager, has been an absolute joy.”

Adam continues, “Inbay has allowed us to significantly enhance the level of service offered to our client base and given me piece of mind that a competent set of hands are on the tiller when my own engineers are done for the day.”

05 Success Story **Adaptive Solutions**

Although Adaptive Solutions has only recently partnered with Inbay they have already expanded their service to include three high-level technicians for less than the cost of a single engineer.

“But this decision wasn’t just based on dollars and cents. We were having significant issues filling the required slots as they tended to fall into the overnight shift. We also now have fewer issues when onboarding clients and have benefited from exposure to Inbay’s internal processes.”

Of course this change in Adam’s business model was a new step and not without fear. However, his fears were quickly assuaged as he conducted internal testing on response times and effectiveness of solutions. “We have been extremely satisfied with both – and now I just think of Inbay as a vital part of my business – but without the headaches.”

To test Inbay’s offering Adam decided to trial the service on his internal infrastructure. The NOC trial was free and lasted for 30 days. Then, once Adam had agreed to partner with Inbay he received a unique structured rollout schedule – after which he proceeded with a 30-day rolling programme.

Good communication was also important to Adam. He wanted to get answers to queries and general updates in a timely fashion.

“I am pleased to say Inbay were very pro-active in their communication – during the trial, onboarding process and in our continuing partnership.”

He states that partnering with Inbay has allowed his team to focus on those high-value items which were previously “always over the horizon”. Employee satisfaction has also improved as they are not required to work unsociable hours.

“Given the success of our experience, we will continue to expand our relationship with Inbay. As a trusted partner Inbay is helping us to deliver on our desire for outstanding customer service and competent, no-fuss solutions,” says Adam.

What Adam says are Inbay’s three best aspects:

- 1 Inbay understands what makes a business profitable and have great customer service at the heart of their offering.**
- 2 Inbay has taken the time to establish processes which allow them to deliver service with both quality and consistency.**
- 3 Inbay engineers work within their remit and are tenacious in providing the correct solution to every issue.**



06 Success Story **centrexIT** USA

When Eric Rockwell, the president of centrexIT, wanted to take his service delivery offering to the next level, he knew he had to partner with Inbay to include a 24/7 Network Operating Centre (NOC) for monitoring and remediation.



07 Success Story **centrexIT**



But Eric knew he could better his service offering by including NOC on a 24/7 basis to the package.

“The problem we had was getting qualified technical staff who wanted to work the graveyard shift monitoring servers and responding to alerts on critical devices the 11 hours a day we weren’t working.”

Once Eric decided he wanted technical expertise on a 24/7 basis, he made it his goal to roll it out to every new client and uplift every current client except those prohibited by regulation.

Having researched the market and spoken to professionals in the IT channel Eric found that Inbay was a popular choice.

“Inbay came strongly recommended to me by a trusted professional who had worked in the RMM field for over 10 years. I found out a lot of elite MSPs had partnered with Inbay and excellent staff who had previously worked within the MSP vendor marketplace had moved over to Inbay as well.”

As well as getting great feedback from his customer base, Eric saw an increase of 15% of the gross margin on his new manageIT products that used Inbay’s services.

Founded in 2002, centrexIT is San Diego’s leader in IT management and provides IT service, support, security and leadership for SMBs in the greater San Diego area.

Since its birth, the eight-time award winning company has seen its customer base grow to over 4,000 users across 300 locations.

Eric’s clients, who are from the healthcare, defence, finance, professional services, manufacturing and construction verticals were very happy with the service they were receiving. In a 2015 client satisfaction survey, 96% delivered a 5 out of 5 rating, and 75% not only said they were happy with the centrexIT experience but added they actively champion the company to their partners.

08 Success Story **centrexIT**

centrexIT's successful **buildIT™**, **manageIT™**, **cloudIT™**, and **growIT™** model has grown in reputation over the years. It incorporates best-in-class solutions to establish stable, scalable and secure environments. Their IT leadership incorporates technology strategy and planning (CIO services).

Despite centrexIT's standing in the IT community and its flawless A+ rating from the Better Business Bureau, Eric didn't have any fears starting a new partnership with Inbay. "Of course we heavily vetted out Inbay before we took them on-board to make sure they were right for us," Eric says.

So, once they trialed our service Eric decided to partner with Inbay for NOC services and the onboarding process began.

"Inbay put in a lot of attention and care to their onboarding process, just like we do with our own onboarding process, so it was a great experience for us, and a great cultural fit. They were very operationally mature, and our account manager Hannah treats us with the same high level of care that we give to our clients."

Eric now offers a truly comprehensive service to all new customers and has started to include it in the package used by his current customers.

"It's been a huge improvement to the service we offer," he adds. "Up until that point our service was inconsistent – it was best efforts."

Over time Eric wants 100% of his customers to enjoy the benefits of 24/7 monitoring and remediation.

So, centrexIT, which is officially recognised as one of San Diego's fastest growing privately-held companies, has changed the way it operates since partnering with Inbay. Now its client-centric culture truly sets the bar for strategic business partnerships, resulting in an environment where people and business prosper.

"We don't have to take on a huge payroll by employing new engineers," he says. "We simply increase the expenses with our partner as we grow. The new expense aligns with the new revenue so every new client we take on using Inbay's services is profitable."

To conclude, Eric says the best aspects of Inbay's service is the provision of:

- › A technical resource to free up additional funds that would be spent on hiring a team of engineers.
- › A Pay As You Grow model that allows MSPs to be profitable while still offering great service.
- › An opportunity for MSPs to raise their profile by offering 24/7 monitoring and remediation on critical devices.



09 Success Story **Onsite Technologies** UK

Partnering with Inbay for Service Desk and 24/7 NOC supports Onsite Technologies' growth



10 Success Story **Onsite Technologies**

Having recently won the nationwide tender to provide IT services for BNP Paribas Real Estate, Onsite Technologies' Account Director, Toby Sillett, says:

"We wouldn't be in this position today without Inbay's involvement."

Founded in 2009, Onsite Technologies is a London based IT provider that works predominantly within the real-estate sector, providing facilities management companies with a range of IT services that include IT and telephony support, and management of the IT infrastructure that wraps around these.

From working with a single client originally, the business has grown to take on board 16 sites for BNP Paribas Real Estate and five sites for other real-estate companies.

The partnership with Inbay began in January 2014.

The company knew it needed to offer a service desk but the directors didn't have time to carry out a lengthy partner selection process - given that they had to mobilise the support plan the following month. "Inbay's Service Desk was a good fit for what we were doing, and we used them from pretty much day one," says Toby.

He is very pleased with the way the relationship has progressed:

"Working with Inbay has been a smooth process the whole way through. They've always been exceptional on the support they've given – and we've had good feedback from our clients. There was no disruption when we embedded their services either. They picked up the clients and client list very quickly."

Onsite Technologies runs a number of preventative maintenance tasks on the clients' servers. This is done out-of-hours, so the company is also using Inbay to provide full 24/7 NOC support to monitor customers' systems. "We don't charge our customers any more for that – it's just part of the wraparound service we offer," says Toby.

11 Success Story **Onsite Technologies**

Benefits of partnering with Inbay

Fellow Director of Onsite Technologies, Ross Fryer, points to the consistently high service levels from Inbay, describing the Inbay team as professional throughout and dealing with each and every scenario with the same attention as for the first ticket that was raised. "They're very thorough. They don't drop the tickets; they own an issue right up until it is out of their control and they escalate it. Overall they have been very good at staying on top of issues that have been logged. Their consistency throughout has been key."

Onsite Technologies' end-users recognise this too.

And Toby readily points out that without the involvement of Inbay, Onsite would not have been able to grow to the position they are in today.

"We have just won the nationwide tender for BNP Paribas Real Estate. That says it all. I don't think we would be in that position without Inbay's involvement."

One of the sites managed by BNP Paribas Real Estate is Tower 42 in the City of London, home to more than 50 international companies and 3,500 people. This is an example of the scale and type of project that can be undertaken when a partner takes care of Service Desk and 24/7 NOC.

The new contract means that Onsite Technologies is being kept very busy 'in the here and now' as they are in the process of taking on the additional BNP Paribas sites; but Toby is not concerned about the challenge of absorbing these:

"We have a very thorough handover process to Inbay in place; everything has been thoroughly planned and thought through."

The key for Onsite Technologies is to pursue a policy of 'manageable growth'. "We want to continue to grow realistically; we don't want to take on so many clients that we can't handle them. We also want to be sure that the services we provide to our existing customers continue to be 'top tier'."

Inbay is certainly helping Onsite Technologies to ensure that this is the case.



12 Success Story **Shackleton Technologies** UK

“The right team behind you and the right tools for your IT journey”



13 Success Story **Shackleton Technologies**

The importance of the team is a core principle for Shackleton Technologies. Steve Ross, managing director, named his company after the famous polar explorer because his sense of the power of the team and forward vision chimed with what Steve wanted his company to be about: providing the right IT support and strategy to help businesses striving to go places. It seemed particularly appropriate since the company was based in Dundee, home of the famous RRS Discovery ship that Shackleton knew so well as part of Captain Scott's Discovery Expedition.

“It is an ethos that continues today, for our own team, and in our role as the IT team for our clients,” says Steve. “And now we very much regard Inbay as part of that team too.”

Shackleton has been providing IT services to SMEs for more than a decade: managed services, cloud, business continuity, security and IT consultancy. Most clients are based in Scotland, although users are supported all over the world. Today's clients are looking for help particularly with Office 365 and business continuity services, with hybrid cloud solutions also of particular interest.

“We want to become a strategic IT adviser to our clients,” he says. “We have a strong personal relationship with our clients and this is very important. We have regular meetings with them on a quarterly and six-monthly basis to understand where their business is going and what they're trying to achieve. We try to ensure that their IT keeps up with the pace they're growing at.” And strong personal relationships lie at the heart of Shackleton's partnership with Inbay too.

The association began over breakfast at an industry event in Florida, when Steve met Inbay's principles Kristian Wright and Mark Duke and heard about the services they were offering. Not long after, Shackleton started using Inbay's out-of-hours Service Desk and NOC services.

“We were finding it very difficult to offer out-of-hours services to clients profitably with our own staff. Inbay offered an alternative route and it's worked really well.”

Out-of-hours for Shackleton means from 5pm UK time till 8am the following morning. This means that the users they support in the US - in Houston, for example, are covered by the out-of-hours support window. In terms of NOC monitoring, it means alerts are covered 24/7 not just during office hours.

14 Success Story **Shackleton Technologies**

Steve has an "excellent" relationship with Kristian and Mark, and the relationship extends through the rest of Inbay's team. "I've met all the team now, and they've been really on the ball. They are great people, great guys. We wouldn't put our clients in the hands of a company if we didn't trust them and think they were a reliable company to work with."

In addition to the out-of-hours services already in place, Shackleton is utilising the Inbay team's specialist skills when it comes to NOC. Shackleton has its own in-house NOC team. But Steve admits that getting the most out of their RMM tool's vast potential is a time-consuming learning curve: "It's like using Excel with thousands of capabilities. Right now I'd say we are still only using about 50% of our RMM capabilities. To really get the most out of the platform you have to invest the time to ensure optimum automation. It's a question of getting the time to do this, while dealing with the day to day."

So Shackleton is working with Inbay to help them to achieve this goal quickly and efficiently. This in turn frees up Shackleton's engineers to concentrate on billable work.

"We are exploring how Inbay can take on even more of the day to day grind and free up our own engineers to do more exciting, higher value-add work for clients: more project work; more in-depth network admin in terms of automation. Our aim is to really get to grips with automation, reducing the number of tickets we get from clients and ensuring that the up-time for the network is operating as near as possible to 100%."

So is Steve confident that he has "the right team" and the "right tools" in place for his clients' IT journey?

"I am – and Inbay is now an important part of that team. We see the relationship with Inbay as a proactive partnership that aids our business; that sits alongside us to help our clients. And I cannot over-emphasise the importance of the strong personal relationships we have developed with Inbay. We trust them to help our clients in a timely manner; we know we can rely on them."



15 Success Story **Taylor Made Computer Solutions UK**

An incremental approach to partnering:
Taylor Made uses Inbay for out-of-hours
NOC support



16 Success Story Taylor Made Computer Solutions

In May 2015, Fareham-based Taylor Made Computer Solutions chose Inbay as a partner to deliver out-of-hours NOC support for their own and their customers' infrastructures; a 'toe in the water' approach whereby the Inbay team would work with and complement Taylor Made's engineers to extend the services offered. One year on, Commercial Director Ian Lockwood summarises the reasons for taking this route – and comments on the experience to date.

Taylor Made has been providing managed IT services to small and medium-sized companies for over 20 years and has built up a healthy client base of around 200 business customers, mainly in southern-central England and London. Customers span professional services, public sector, not-for-profit organisations, manufacturing and entertainment/leisure companies - among many other sectors.

The major part of revenues come from three-year managed services contracts to provide remote IT support, on-site support (including the complete outsource of the customer's IT team if required) and a range of other services such as hosting, back-up and security management. If it wanted to, a business could give Taylor Made all of its IT to run for a fixed price, per employee, per month.

The engagement with a customer usually starts with a piece of strategic consultancy to write an IT strategy review – to give the company a good understanding of what it has in place, and an organisational road map to show where it needs to take IT next. The review is based on a thorough understanding of the company's business objectives.

Ian sees this as a key differentiator for Taylor Made, enabling him to build up a good relationship with customers from the outset, by demonstrating that his team really want to understand the business and how/where Taylor Made's services will fit in. He sees it as a precursor to a long and fruitful relationship for both sides.

The move to full 24/7 NOC and selection of Inbay as partner

Taylor Made did not previously offer fully manned 24/7 NOC support; its NOC team operated from Monday to Friday, 8am to 6pm. Outside of these hours, an on-call service was used, with the call picked up by an engineer.

The growth in customer numbers, however, combined with an increasing move into mid-market businesses, meant that outside of normal business hours, an on-call engineer alone was no longer sufficient. Taylor Made would continue to use that service but wanted to complement it with a good-quality, outsourced, out-of-hours NOC service. Ian looked at a number of potential suppliers then selected Inbay – for a number of reasons.

17 Success Story Taylor Made Computer Solutions

Firstly, there was a good business fit between Taylor Made and Inbay: culturally and in terms of what both were trying to achieve. Also, Inbay offered an out-of-hours NOC Service that was flexible and could be tailored to the company's requirements: it could take just those elements of Inbay's offering that it wanted and could choose to which customers these would be applied.

Having said that, Ian is "sure that the range of services we take from Inbay will grow." Ian also appreciated the fact that Inbay had its own skilled NOC team, which would complement his own team.

"The Inbay people are fully capable of looking after our infrastructure and our customers' infrastructures while we are asleep – and telling us when they see something that will need manual intervention from our staff."

A further reason for choosing Inbay was that Taylor Made could continue to use their existing RMM and PSA tools. "That made on-boarding extremely easy", says Ian.

The benefits of partnering with Inbay

The partnership with Inbay has worked "extremely well" and Ian expects that positive relationship to continue:

"Inbay's people have fitted in very well with our own team and there has been no cross-over that's caused a problem. Where there has been any cross-over, it's been complementary to our in-house team."

The new arrangement has also worked seamlessly as far as Taylor Made's customers are concerned; the addition of out-of-hours NOC support from Inbay means that any overnight issues can be dealt with more efficiently, so when customers arrive at work in the morning, they can get straight on with what they need to do.

"Partnering with Inbay has enabled us to offer this additional level of service to our customers," says Ian. "It's taken a level of stress away from me – and a level of support overhead away from my team. It's been very helpful in making sure we don't have engineers running round first thing in the morning dealing with an issue that came up during the night that we weren't able to get to as quickly as we would have liked to. It means we can spend our time dealing with the things that come in during the day."

Looking ahead, Ian envisages that the next step would probably be to actively market to customers the benefits of an 'always on' manned out-of-hours service desk, operated in conjunction with Inbay.



18 Success Story SunTel Services USA

SunTel Services partners with Inbay to provide clients with a 24/7/365 Service Desk at a predictable monthly cost



19 Success Story SunTel Services

Partnering has been a key ingredient to SunTel's success in delivering voice, data, video and unified communication network throughout Michigan. So when an increase in demand from customers for a 24/7 technician-manned Service Desk came about SunTel had to choose between a costly in-house option or partnering with a value-add third party specialist. Naturally, the latter was chosen.

Ray Szpiech, Vice President of Enterprise Networking & Security for SunTel Services, explains why he chose to partner for Service Desk, why he selected Inbay and the benefits his company is now enjoying.

The drivers

Before partnering with Inbay, SunTel used their in-house Service Desk to log and categorise calls before routing them for remediation and resolution. But these service desk agents were not technicians and only operated during normal business hours.

However, out-of-hours, an answering service did route customers to an on-call technical team. Ray wanted to respond to his customer's needs by offering a 24/7/365 Service Desk capability, but he was reluctant to invest in the infrastructure and acquire the team needed to do this in-house.

Also Ray had used various partners previously for out-of-hours Service Desk through a distributor but these had not lived up to his expectations resulting in a "merry-go-round of providers".

"We wanted to have a transparent end-user Service Desk where service could be requested and a high percentage of those queries could be resolved on that initial call," he says. "For any issues that couldn't be resolved, we wanted a seamless escalation to our engineering team for higher level resolution."

Meeting Inbay: "A happy coincidence of timing"

Ray regards the meeting with Inbay as totally fortuitous. A large client of SunTel wanted to expand their workstation-related services. At that time, Ray attended an MSP event in New Orleans (June 2015). Inbay's presentation at the event offered a perfect match for what he was seeking. Contracts were signed quickly and the on-boarding process began.

How it works in practice

Inbay is the "end-user facing SunTel, using the same tools as we use." It was very important to Ray that SunTel and Inbay worked closely together to provide a single customer-facing unit.

Good communication between the two parties was also needed as Inbay's Service Desk would sometimes need to escalate a case to SunTel's technicians to resolve the issue.

As well as the Service Desk offering, Inbay also holds responsibility for proactive NOC monitoring of over 150 devices. Once a workstation alert is generated Inbay will automatically remediate and resolve the issue. This is an offload from SunTel's team, which can remain focused on infrastructure alerts – from servers, switches, routers and firewalls.

20 Success Story SunTel Services

The Inbay experience

An advantage of working with Inbay as a partner according to Ray is that Inbay used to be a MSP. "Inbay understands the business very well because they were in our exact position."

Based on prior experience with other companies, there was some concern from the SunTel team that their reputation with clients could be at risk if Inbay did not deliver to SunTel standards.

"Inbay has been "accommodating, flexible and very supportive," says Ray. "With any relationship, at the outset there's a need to fine-tune and refine things, but the Inbay team has been very responsive. If there were issues, they stepped up immediately and applied the necessary resources – and we have continued to refine the way we work together."

Both sides are constantly looking at ways to increase the first-call resolution rate. Any issue that needs escalating means an increased disruption for the end-user. Ray is very happy that every week it continues to improve.

"We have reached a comfort level where we have transitioned more users over to Inbay because we have a replicable, reliable mechanism that meets our objectives. We are confident that Inbay will deliver to the level we and our clients expect. We feel comfortable now with pursuing further opportunities more aggressively – and so do our sales team. The feedback is positive so we can accelerate our sales activity now."

Benefits from partnering with Inbay

24/7/365 support at a fixed cost

SunTel's clients are only based in the US but they do work outside normal office hours and travel extensively overseas.

Improved end-user experience with increased 'first call' resolution of problems

SunTel's customers have direct access to an initial technical resource that can address and resolve their problem(s) in the course of that call.

Freeing up SunTel's skilled engineers

The direct access to an initial technical resource means less demand on the SunTel team so they can focus on more complex, higher value tasks.

Flexible demand, but predictable monthly costs

Says Ray: "I know what my cost with Inbay is every month and regardless of how many calls come in. It enables me to manage my profitability and efficiency much better than if I was resourcing the Service Desk internally."

Increased speed to market for new services

The route SunTel has taken to support its managed services business has allowed Ray to bring offerings to market quicker and at a more predictable cost than if he had built a Service Desk solution in-house.

Stability and predictability for SunTel and its customers

"When my end-users have to go through transitions it can disrupt their business – which in turn is not good for my business. So it's good to have a stable, predictable partner now," he says.

Ray concludes:

"Partnering is a way of life in our industry if you want to be successful and you want to accommodate an 'on-demand model'. We do a lot of things in addition to managed services; we are not a pure MSP. So any way I can expand my MSP services but not take on significant variable cost is good. Partnering where you can control quality and meet your business objectives successfully is very desirable and I've been able to accomplish that by partnering with Inbay."

SunTel's clients cover all verticals (except the Federal Government) and range in size from organisations such as Chrysler and Henry Ford Health, through to utility companies, mid-market enterprises and SMBs. SunTel work with in conjunction with Cisco, Mitel and Avaya.



21 Success Story BTA UK

Partnering with Inbay for 24/7 NOC and Service Desk brings 'peace of mind' to BTA



22 Success Story **BTA**

London-based BTA Limited has been delivering managed IT services to SMEs since 1994. With around 100 supported clients across a range of vertical sectors the business is growing steadily, as are the range of services offered. Increasingly, prospective clients are looking for out-of-hours support as part of the package – a facility that BTA resourced internally until April 2016, when the MSP became an Inbay partner for NOC and Service Desk, and Inbay took on responsibility.

Darron Millar, BTA's Technical Services Director, explains how the growing demand for 24/7 support was the main driver behind the decision to partner with Inbay and comments on the difference it has made.

Most of BTA's clients are UK-based but many have branch offices in other countries and time zones. Darron has been going through the "whole 24/7 conversation" for a number of years now with several of his clients, who required different levels of out-of-hours support to service these offices.

24/7 reactive, not proactive

BTA had a rota of on-call engineers to cover out-of-hours, but it was a reactive rather than proactive service. Alerts were monitored between 8am and 6pm, but after 6pm they weren't being picked up from the RMM alerts system and so would just build up until the team picked them up in the morning. This meant that if a client's servers were down in the evening, even though there was an engineer on call, the problem wouldn't be looked at until the next morning – potentially impacting the start of the client's business day before the issue was resolved.

Darron found that 24/7 support was an increasing requirement of new clients. BTA looked at various ways of offering a more proactive out-of-hours service: opening offices in different countries; partnering locally and offering a reciprocal agreement; directly employing engineers in other time zones; and, of course, staffing their own London office 24/7 – an expensive option.

NOC and Service Desk together

Their RMM partner then introduced a NOC service that allowed BTA to oversee the network monitoring. This was purely a NOC service, however. With no service desk element, clients wanting to call someone about a fault would not be helped.

"We needed both sides," says Darron. "NOC and Service Desk go hand in hand – certainly as far as our customers go."

BTA spoke to a few potential partners, among them Inbay. The fact that Inbay could provide Service Desk and NOC together was a key factor in the decision to proceed.

"It's important that the Service Desk can escalate to NOC if necessary – if there is a server issue for example," continues Darron.

24/7: on trial

BTA opted for an initial 3 month paid trial.

"We took it cautiously. We really value the relationships we have with our customers and we didn't want to involve them all in the trial. We brought in half a dozen key customers initially – those who already had the engineer on-call service. We moved them on to 24/7."

The onboarding of clients went smoothly – helped by the fact that BTA uses IT Glue for documentation, as does Inbay.

"It made things a bit easier for us: we can export our IT Glue information to Inbay and they can import it directly into their IT Glue system."

This facility has been improved further with the introduction of GlueConnect™.

23 Success Story **BTA**

24/7: roll-out

Darron is introducing 24/7 to new clients initially, but plans to 'productise' 24/7 support and offer it to existing clients as an additional service, upgrading more of the current support contracts.

"We partnered with Inbay for 24/7 to fulfil an immediate need. Previously, when we talked to prospective clients and had to say that we couldn't provide full 24/7, we would sometimes not get their business. Now, we can say with confidence that we can offer full 24/7/365 NOC and Service Desk – and we are very open about delivering this through a partner company."

In terms of the on-call engineers who previously covered out-of-hours, one remains as an escalation point for Inbay if something can't be fixed remotely, but he is not doing half as much as previously.

The Inbay difference

According to Darron, the primary benefit of partnering with Inbay to deliver an out-of-hours and 24/7 service is the peace of mind from knowing that someone is monitoring clients' servers in the evenings and overnight and resolving any issues – or at least notifying BTA of any issues that can't be fixed remotely.

"There's nothing worse than getting to work in the morning and discovering that a major client has a problem – and you're only just starting to look at it. Before, we could walk in to a storm of issues in the morning. It's every technician's worst nightmare. Now, we have been notified of any problems and have had the chance to prepare for them if they couldn't be fully resolved overnight. We have a head start in the morning and we can be confident that if there is an issue, something is being done while we sleep."

So partnering for 24/7 has had a positive effect on the morale of the BTA support team too.

BTA is proceeding cautiously, adding on new clients as they come. Darron admits that the service hasn't "been used in anger" so far as the clients using it have relatively small offices overseas. The key thing is that with the Inbay partnership in place, as BTA grows, he doesn't have to worry about increasing in-house resources to cover 24/7 for NOC and Service Desk.

Darron is pleased with the support he receives from Inbay, summing it up as:

"Whenever I need Inbay, they're always there."



ABOUT INBAY

Providing exceptional service to our partners' clients is our number one priority. Inbay has been providing specialist IT support since 2003, first as an MSP and now as a trusted partner to MSPs on an international basis.

We have built a reputation for helping our partners grow their managed services businesses by providing the highest quality service desk, NOC and project services at a fair price.

Operating from our headquarters in London, we offer MSPs 24/7 support to complement and extend their own resources, enabling them to scale cost effectively and drive profitable growth.

For more information, please visit:

 www.inbay.co.uk

Head office (UK/EMEA Sales)
London, United Kingdom
45 Broadwick Street
London W1F 9QW

Telephone
+44 (0)20 3435 6435

Asia Pacific Sales
Sydney, Australia
Level 14, 309 Kent Street
Sydney NSW 2000

Telephone
+61 (02) 8320 7172

North American Sales
United States

Telephone
+1 888 968 8414