

CMIT Solutions

How a Central Sacramento Provider Increased Revenue from One Client 12-Fold with Taskfire™

■ THE COMPANY:

CMIT, Central Sacramento, a leading managed services company and Taskfire reseller

■ THE PROBLEM:

Existing customer with internal IT department affected by down economy

■ THE SOLUTION:

Provision and configure Taskfire co-managed service desk, provide new services

■ THE RESULT:

12x increase in reseller revenue; increased client efficiency and service

STRUGGLING ECONOMY CREATES NEW OPPORTUNITY

This is the true story about how quickly one Autotask customer was able to use Taskfire as the lynchpin for converting a small server maintenance contract into a healthy co-managed services relationship – and increasing his billings for this one client from \$2,400 per year to \$30,000.

Jeff Johnson owns the CMIT Solutions franchise in Central Sacramento, California. The franchise has standardized on Autotask and Jeff's company has been using our software to run his IT business since 2005.

"Our client, the California Building Industry Association, had two, full-time internal IT Staff – the IT Director and his tech," Jeff explained. "They were handling all the support for about 45 employees, while we were providing a server maintenance contract worth about \$1200 every 6 months."

"When the client started to feel the impact of the downturn in the building industry," he continued, "the internal IT Director made the call to cut his tech's hours in half. Not surprisingly, the tech started looking for full time employment and, shortly thereafter, found another job."

TASKFIRE PROVIDES A LIFE-LINE FOR THE CLIENT

"As soon as I learned about the situation, I jumped at the opportunity to introduce this client to Taskfire as an alternative to replacing the tech," said Jeff. "I explained to the IT Director that he could use the Client Access Portal and Taskfire to remediate whatever he could on

his own, and transfer to us anything he couldn't handle. I also told him we could configure Taskfire so that it automatically transferred issues that he knows in advance he can't fix."

The IT Director was visibly relieved to have a real internal ticketing system finally in place, and even more relieved to have CMIT as their IT service lifeline tethered to that system. As a result, Jeff got the client to sign a co-Managed Service contract (which includes Taskfire bundled right in), and assigned a junior-level tech resource to the CBIA account.

Revenue increase from \$2400 per year to \$2,400 PER MONTH.

MORE EFFICIENT, MORE REVENUE, MORE INDISPENSIBLE TO CLIENT

Even though the new relationship is just getting off the ground, Jeff said the benefits to him and the client are already clear:

1. It's a more complete solution for remediation and business continuity
2. Process is now significantly more efficient.
3. Customer saved money over hiring additional staff
4. CMIT expanded reach within the account and is now more entangled and virtually indispensable to the client

"Taskfire's ability to streamline CBIA's internal IT operations and its seamless integration with our Autotask Service Desk allowed us to build our revenues much more quickly", said Jeff. "We're now looking to see what new clients we can win using Taskfire as our foot in the door."

For more information about Autotask or to request a personalized demonstration over the web, please call 1.518.720.3500

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Jeff Johnson -
Owner of CMIT Solutions franchise in
Central Sacramento, California

Taskfire is distributed exclusively through authorized resellers.

If you have an internal IT department and are interested in learning more about Taskfire, please visit www.taskfire.com. If you are a service provider interested in reselling Taskfire, please visit www.autotask.com