

masterIT

Good To Great: How one IT company is transitioning their IT services business with Autotask

■ THE COMPANY:

masterIT; a comprehensive IT solutions provider in Bartlett, TN

■ THE PROBLEM:

Time and energy wasted putting out fires; not focused on growth

■ THE SOLUTION:

Implement a single, integrated software solution to manage and organize everything

■ THE RESULT:

Thriving MSP business; Recently named to MSPMentor 100

A COMPANY AT THE CROSSROADS

The management team of masterIT knew they were at a cross-road. The two of them had joined forces to form masterIT, an IT solutions company providing comprehensive services for the small and medium sized businesses in the Mid-South Area.

The company they built was well past the survival point. The company was profitable, clients were being serviced, and the employees were busy and mostly happy. There was just one problem:

"We couldn't seem to get ahead," said Gary Wiseman, the company's CTO. "It was like we had hit a wall, and every day was just consumed by fighting one fire after another. And, if you're fighting fires all the time, then you don't have the time to be strategic and proactive in growing and managing your business."



ELIMINATING REDUNDANCY, AUTOMATING WORKFLOW

So Gary, along with masterIT CEO Michael Drake, decided they needed to make some changes.

"We realized that we had problems with our processes, our people, and our technology," said Wiseman. "We had client data locked up in Goldmine, Excel,

QuickBooks and Track-It. Everything was getting re-entered three or four times, and we were just leaking time all over the place."

Gary and Michael made the decision to transition everything out of as many stand-alone applications as possible, and run their business with a single software platform. After an exhaustive review of all the options, they selected Autotask.

"We knew this was not going to be easy," Gary explained. "We were comfortable with the Autotask technology, but in order to get the real value out of it, we were going to need 100% buy-in from all the employees, and 100% compliance in using the platform. And, as a rule, people don't like change. So we put together a long-range plan, and that made all the difference."

The masterIT transition plan was broken down into defined stages. First the Strategy Phase: defining where they wanted to be at the end. Second, the Design Phase: how they were going to get there. Next, the Transition Phase: how they were going to systematically get off of using the old applications and onto using Autotask. Then the Operational Phase: complete cutover onto the new platform. Finally, the ongoing Optimization Phase: continually reviewing their operations and improving.

AN INDUSTRY RECOGNIZED MODEL MSP

"It was crawl, walk, run," said Gary. "Implementing Autotask is like a journey. There is SO much this software can do for us, we are constantly finding new ways to improve our efficiency, automate tasks that people used to do, and improve our services delivery."

The result of all of Gary's and Michael's planning and execution around their Autotask implementation has paid off. The company is now recognized in the industry as a model Managed Service Provider, and was recently named to the MSPMentor 100.

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

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Gary Wiseman - CTO, masterIT