



# MSP PROJECTS 25% REVENUE INCREASE WHILE GREATLY IMPROVING CLIENT SERVICE

## AT A GLANCE

### The Company

Anchor Network Solutions, a Colorado-based IT Managed Services Provider focused on delivering outstanding client service.

### Before

- › Time consuming account reconciliation and billing processes
- › Revenue lost through inefficient time and ticketing functionality
- › Lack of visibility into core business metrics

### After

- › Increased cashflow by streamlining service-to-billing processes
- › Automated and optimized ticketing and time capture workflows
- › Real-time profitability reports by contract and line of business

Anchor Network Solutions was founded in 2002 with a focus on building solid, long-term relationships with their clients and providing the very best in IT and technology services.

When Vince Tinnirello, founder and CEO of Anchor Network Solutions, began in the IT industry he found most service providers were simply selling 'white boxes' and fixing them when they broke. Beyond that simple deliver-and-repair interaction, they had no ongoing relationships with their customers.

"Frankly, they were just poor at communicating with their customers. So I decided that Anchor was not going to just be a faceless 'man in a van'. We were going to be a professional services firm, and we would do things the right way and deliver the highest possible level of service to our clients."

'Doing things right' is an important mantra at Anchor Network Solutions, and when it comes to building relationships and delivering the best services, Tinnirello believes it comes down to the quality and dedication of their people.

## FINDING THE RIGHT PLATFORM TO MANGE THE BUSINESS

As the company grew, Anchor realized they they needed a comprehensive back-office system to better manage their business. Service requests were coming in via email, telephone calls and from client meetings and had to be processed manually, staff were cutting and pasting from MS Word documents, and the process for getting invoice information into their QuickBooks™ accounting system was cumbersome and time consuming.

"We had no way of reliably tracking the services we performed for our clients each month. I'm sure we were giving away money because we were missing things," Tinnirello said. Then he found Autotask.

"I was amazed at how attentive Autotask was. They clearly understood our challenges, and were very good at listening and making sure the conversation was about helping me and my business. I took a demo of Autotask and quickly realized that if I was going to grow our business I had to get something like this in place."

At the time, Anchor was a small company with three employees, so they focused on leveraging Autotask's ticketing system and Service Desk Module to regain control of the basics and get their business going. They also began using Autotask's CRM and Client Access Portal to improve customer communication and increase client retention, and the Billing Module to streamline the invoicing process and greatly reduce their time-to-bill cycle.

*"My business simply would not be as successful as it is today without Autotask."*

Vince Tinnirello, CEO of Anchor Network Solutions





“I think the Autotask product is the best, but what really sets them apart and makes the difference and sets the company apart are the people. The product delivers what I need for all aspects of my business, but the people sure make it go.”

Tinnirello credits Autotask staff, and their commitment to ensuring open two-way communication with their clients, for enabling Anchor Network Solutions to squeeze every ounce out of their Autotask system to increase their productivity and efficiency across the board.

*“Typical MSPs just look at the overall profitability, but by looking at the individual components you can see where you are losing time or money. Increase the price of that one service or component and your profitability goes up.”*



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## THE RESULTS

### Ticket Metrics

“We had a customer with 20 users that traveled extensively, and they were all having VPN issues. Using Autotask Live Reports we were able to look at the ticket metrics and find the right solution. The customer has fewer problems on the road, my cost to support that client went down, and we made more money.”

### Contract Profitability

“To be able to track contract profitability, you have to really know your costs. Autotask created a custom report to help me understand exactly where my employees were spending their time by line of business. How much on managed services, how much on projects, how much time on administrative work? From there, I can accurately figure out my hourly cost of service delivery and my profit margins by contract. That enables me to determine if we are okay, or if we need to make an adjustment next year.”

### Line of Service Profitability

“Autotask also helped me create a report to measure the profitability of specific services or devices. Let’s say that you have three services under one contract. One is making you a ton of money and the other one is killing you. Typical MSPs just look at the overall profitability, but by looking at the individual components you can see where you are losing time or money. Increase the price of that one service or component and your profitability goes up.”

## LOOKING AHEAD

Since implementing Autotask, Anchor Network Solutions business has grown significantly, with 65 fully managed clients and revenue derived 80% from managed services and 20% from product sales. The company plans to increase revenue by approximately 25% over the next twelve months.

“My business simply would not be as successful as it is today without Autotask. I go to them with a question on how to better measure profitability, schedule some time with their team, and they listen, they absolutely listen,” Tinnirello said.

“As a business owner, it is powerful and enabling to see our profitability by line of business, by recurring managed services, and by project. We’re able to identify the gaps, make appropriate adjustments and watch our margins go up.”