

MSP gains competitive edge and wins new business with Barracuda RMM



Located in UK's historic town of Harrogate, Phase 4 Computers has served the IT and security needs of the local community for more than 20 years. With a focus on small businesses, from hair salons to freight companies, the company has continued to keep pace with customers' changing needs. Founder and director Rich Forth explains, "As a two-person team, we are proud of the fact that we can still be very responsive to any type of IT challenge, and at the same time, take the time to provide personalized service. This has paid off in client referrals and enabled us to continue to grow our business."

A proactive approach to security

The top priority for Phase 4 Computers is moving to a proactive managed services model. "We have been shifting our business from a 'fix when broken' approach to a preventative strategy that puts strict maintenance and security programs in place for our clients," he shares.

"With security threats targeting small businesses and bringing bigger risks to our client base, we need the ability to identify issues before they lead to more serious problems. It's about constantly being proactive with security versus requiring time and expense for data recovery, or worse. To successfully make this shift, we need the tools to be efficient, keep costs low, and educate clients about the advantages of proactive security. **Our ultimate goal is delivering managed security services to every customer and we have already made a lot of progress.**"

Profile

- Website: www.p4com.com
- Location: Harrogate, UK
- Specializations: Managed IT and security services

Challenge

Phase 4 Computers needed a proactive solution that could help deliver managed security services efficiently and at a low cost to their customers.

Solution

Phase 4 chose Barracuda RMM for its:

- Diagnostic and insight capabilities, which helped the MSP's efficiency in monitoring client systems
- Asset management feature to track every device without an in-person visit to the customer's site
- Ability to schedule new patches at optimal times for the client's business operations

Results

Through their use of Barracuda RMM, Phase 4 has been able to:

- Effectively compete with larger service providers and win new business
- Improve efficiency by 80 percent and proactive response by 100 percent

Barracuda RMM's versatile capabilities provides value to MSP and their clients

Rich explains why Phase 4 chose Barracuda RMM, "Finding a good RMM solution was critical to delivering managed security. **With the diagnostics and insights that Barracuda RMM provides, we are able to stay ahead of issues and keep a close eye on our clients' systems much more efficiently.**"

Rich relies on Barracuda RMM's asset and patch management, service plans, AV, and remote support features. **Using the asset management feature, he can track the assets of every computer at a customer site without needing to physically check each machine.** Through alerts and reports, he knows when there is a drive or file system failure well before it becomes a serious issue. The service plan templates keep management and deployment simple, providing him increased control and efficiency.

Through Barracuda RMM's patch management, Rich has set up policies to deliver effective patching as well as adjust to different client environments. "The ability to defer updates is big," he says. "One of our clients manufactures lab equipment. Windows updates will usually interfere with their Office suite and also break the plugins they use for their accounts package. By using the patch management tool, we can set it to manage Office updates after the account package updates are done. We can now maintain strong patch management for every client."

"Barracuda RMM provides a level of automation for patching and servicing that would have taken us a lot of time, money, and resources to put together on our own.

Barracuda RMM improves MSP's efficiency

For Rich, Barracuda RMM's capabilities and price have given Phase 4 Computers a competitive edge and opportunities to win referrals and land new accounts. "Barracuda RMM is the platform that many of the larger MSPs use, but at a brilliant price," he says. **"We now have a way to effectively compete with the bigger players and this has already resulted in new business."**

Efficiency has also improved by more than 80 percent, while proactive response has increased by almost 100 percent. **"We can spot problems and remediate much more quickly. We have reduced the average repair time from days to hours and we have better visibility.** This gives us peace of mind."

Learn more about Barracuda RMM

barracudamsp.com/rmm



About Barracuda MSP

As the MSP-dedicated business unit of Barracuda Networks, Barracuda MSP enables IT managed service providers to offer multi-layered security and data protection services to their customers through our award-winning products and purpose-built MSP management platforms. Barracuda MSP's partners-first approach focuses on providing enablement resources, channel expertise, and robust, scalable MSP solutions designed around the way managed service providers create solutions and do business. Visit barracudamsp.com for additional information. [@BarracudaMSP](https://twitter.com/BarracudaMSP) | [LinkedIn: BarracudaMSP](https://www.linkedin.com/company/BarracudaMSP) | blog.barracudamsp.com

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