MSP scaling business and security services with Barracuda RMM

Primary ICTSupport

Founded in 2006, Primary ICT Support takes away the burden of technology for its customers, allowing them to harness the creative and dynamic environment of a well managed ICT infrastructure, but with none of the hassle. Founder and owner James Watson prides Primary ICT Support on its ability to "become the trusted IT support team of every customer we work with, by providing an efficient, stable, and cost effective network for all our users."

Client growth leaves MSP struggling to keep up

Originally positioned as a "break/fix" organisation, Primary ICT Support sold to schools on a day by day model. "Depending on the size of the school, we could be there for half a day, two days, you name it," says Watson. "Because of the nature of this model, we would often come in to fix issues from the previous week, meaning **our clients sometimes had to wait up to a week for our support."**

This approach became a challenge for the organisation when its clients began to outgrow its capabilities. "We were the IT Service Provider for a small company in Barnsley that was initially simple to manage. However, like all good businesses, they grew and grew, and soon had several locations over a 150 mile radius, which became increasingly difficult to manage."

Barracuda RMM helps keep pace with clients' growth

Not prepared to be left behind, Watson and his team knew they had to grow beyond their current model. "We didn't want to lose this client, or others who would inevitably outgrow us," continued Watson. "So we decided to incorporate a helpdesk to offer a remote support service - using Barracuda MSP's Barracuda RMM".

Profile

• Located: Yorkshire, England

• Website: www.primaryictsupport.co.uk

• Specializes in: Education

Challenges

• Clients waiting up to a week for support

• Growth of client businesses meant they were increasingly difficult to manage

• Inability to scale at the rate required by demand

Solutions

• Incorporated the Help Desk Operational Accelerator from Barracuda RMM for remote support service

• Site Security Assessment highlighted vulnerabilities

• Mass management and monitoring in one simple platform, picking up on security concerns

Results

• Driving new business opportunities through the awareness of vulnerabilities

• Ability to take on bigger clients, tackle bigger projects and think bigger than ever before

• Managed Service RMM allows more time to consider the clients taken on

Having previously sent engineers to service each individual client problem, the addition of Barracuda RMM meant that engineers could be used more efficiently. "Thanks to Barracuda RMM, if a client calls on us for an installation it can be done quickly from our office, with no unnecessary waste of manpower," continues Watson. "Gone are the days of clients waiting up to a week to have their issue resolved. **Barracuda's Barracuda RMM has taken that process and shortened it from weeks to seconds, the benefits of which are countless."**

Further benefits come in the ability to roll out security fixes and updates on a significantly larger scale. "With mass management and monitoring for all our clients available in one simple platform, if Managed Service RMM picks up on a security concern, **we're now able to deploy a fix to 6,000 devices across all our clients in a matter of hours, before they're even aware of a problem,**" says Watson. "This not only allows us to maximise the technical capabilities of one of our engineers across thousands of devices, it also reduces that fix time from several months to a matter of seconds."

This saving in time, cost, and human resource has allowed Primary ICT Support to drastically expand the services it offers while finally giving Watson the invaluable opportunity to take a step back from the day-to-day and focus on the bigger picture of Primary ICT Support.

"As with any business looking to make a name for itself in the early days, we had become accustomed to saying yes to every opportunity in front of us," continues Watson. "Now, we first inspect a client's workplace and suggest they resolve X or Y before working with us, because it will help them keep the costs down in the long run. This way we're honest, help the client from the start, and keep their cost down, while keeping our time at a minimum. It's a win-win for everyone that would never have been possible on our old model."

MSP operates at a higher level with Barracuda RMM platform

Equipped with the ability to centrally monitor and manage its customers from a single, web-based platform, Primary ICT Support is every bit the business Watson envisioned it one day being. "**Thanks to Managed Service RMM, we are more mindful of our competitors, of the market, of our proposals, and how we operate**," continued Watson. "It's a mentality I'd advise any up and coming MSPs to adopt as soon as possible."

"There were 20 of us before we deployed Barracuda RMM. If we were ever to get to this level without it, I know we would need to at least double that number - an expensive and difficult avenue, given today's skills shortage. There are more of us now, but each additional hire has been maximised, thanks to Barracuda RMM easing the workload elsewhere."

Watson concludes, "We're now at the top of our game. **Thanks to the Barracuda RMM tool, we're able to take on bigger clients, tackle bigger projects, and think bigger than we ever did before."**

"Thanks to Barracuda RMM taking the brunt of the work, we are better able to consider the clients we take and create better opportunities for both our MSP and the clients."

James Watson
Founder, Primary ICT Support

Learn more about Barracuda RMM

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