

# SMALL TOWN MSP GROWS RESIDENTIAL, SOHO PRACTICE



## ABOUT TOMORROW'S TECHNOLOGY TODAY:

Tomorrow's Technology Today (TTechT), LLC was established February of 2001 as a result of a need for technology support in the general area. Recognized for exceptional customer service, the TTechT staff has an accumulation of more than 60 years of technology experience in the residential and commercial markets.

**Location:** St. Henry, Ohio

**Website:** [www.ttech.com](http://www.ttech.com)

### Challenges:

- Lacked IT automation and was performing too many IT functions manually.
- Scale its residential PC and SOHO monitoring and management business without investing in significant personnel or IT equipment.
- Sell more managed IT services to existing customers and become the local community's trusted source for IT services.

### Solution:

Provide clients with affordable and reliable monitoring, maintenance and preventive care using N-able's N-central software and Endpoint Security Manager. Specialize the business by focusing on residential PC market, manufacturing, construction, equine, government, health care and retail markets.

### Benefits:

- Automated IT services, streamlined efforts and now have the ability to work from a single dashboard.
- Doubled its residential business in just six months using N-able's RMM technology.
- Established a very successful business and consumer practice with approximately 150 nodes under management.

Tucked away in St. Henry, Ohio, a small town of 2,500 people located near the state's western border, resides a managed services provider (MSP) successfully growing a market often overlooked by others.

Tomorrow's Technology Today (TTechT), a nine-year old MSP, is building a practice troubleshooting personal computers (PCs) of local residents. What's more, for \$10 per month, TTechT is adding N-central, a remote monitoring and management (RMM) service powered by N-able Technologies®, the global leader in RMM software, to ensure the health of its customers' computers.

The company's residential business, which launched at the end of 2009, has doubled in just six months to become its fastest growing market, surpassing TTechT's other targets such as manufacturing, construction, equine, government, health care and retail.

As part of its residential services, TTechT troubleshoots and fixes PCs dropped off by local computer owners at one of three area depots. The MSP cleans out malware and viruses, and, more often than not, ends up converting the customer to a managed services package for preventive care.

"We stumbled into the residential business," says Lisa Niekamp-Urwin, TTechT's founder and owner.

"Demand for residential PC support ramped up as the economy wound down," Niekamp-Urwin says. "It was an unexpected window of opportunity that we just couldn't pass up."

TTechT offers a similar PC tune up service to small office and home office (SOHO) customers as well and scales the operation by making good use of N-able Technologies' Freemium model says Niekamp-Urwin.

"We've seeded the market with free N-central Essential licenses to gain new customers," she explains. "Once we're in the door, we can sell residential PC owners our anti-virus Endpoint Care and take care of them under our RMM program."

In addition to exceptional customer care, TTechT's success is tied closely to N-able's N-central 7.0 RMM solution and Endpoint Security Manager – two essential software solutions that are at the core of TTechT's System Monitoring and Responsive Technology (SMaRT) and Endpoint Care packages.

TTechT also uses N-able's N-compass, advanced IT reporting software, which Niekamp-Urwin says is vital to the company's success with business customers.

"We offer quarterly reporting to our business customers to further demonstrate our success," she says. "Giving a customer a report with hard facts on it sells itself."

TTechT began working with N-able in 2007 when its RMM business began expanding and it outgrew the technology of another supplier.

"We were doing everything manually at first," Niekamp-Urwin recalls. "Firewalls, backup devices and network storage stations were all talking to us individually. N-able allowed us to streamline our efforts and work from a single dashboard."

Right out of the gate, N-able supported TTechT with business coaching, technical best practices, local events, webinars and its annual Partner Summit.

"N-able performed exactly as they said they would in their sales pitch," says Niekamp-Urwin.

**“N-able still makes me feel like I’m their only customer. It’s amazing how they keep that level of relationship with their customers.”**

– *Lisa Niekamp-Urwin, TTechT  
Founder & Owner*

## KEEPING IT PERSONAL

“N-able still makes me feel like I’m their only customer,” she says. “It’s amazing how they keep that level of relationship with their customers.”

Niekamp-Urwin says that in addition to its residential customers, the remainder of TTechT’s business customers are small and mid-size businesses located within 45 minutes of its office headquarters.

TTechT’s staff, which includes a senior network specialist, a network/systems engineer, a web designer/developer, a programmer/applications developer and an office manager, works with about 120 customers in total.

“We take our customers’ happiness personally,” Niekamp-Urwin says. “We go the extra mile to make sure they’re happy right off the bat. The remote capabilities we gain from using N-able’s technology make it so much easier for us to see what’s working and to provide the best service we can.”

At this point, TTechT has 150 nodes under management within N-central, most of which are PCs. The company’s goal is to sell out 250 nodes by the end of the year and purchase more.

“We get great feedback from our customers about our services,” Niekamp-Urwin says. “Customers like our tools but it’s our expertise and accountability that make the difference.”

Niekamp-Urwin says that TTechT wants to be regarded as the trusted source in the local community for IT services.

“We don’t want to go out of the area,” she says. “There’s so much business right here and working within our own community is very rewarding.”

## Next Steps

- **Read more case studies about N-able’s MSP Partners**
- **Use N-able’s N-central RMM software FREE**
- **Contact us** to learn more about N-central