

Company Name: FPA Technology Services, Inc.

Services Offered: Comprehensive IT Consulting, Security, Implementation and Support Services, Business Continuity, Remote Monitoring and Remediation, NOC and Help Desk Services, and Application Development Services

AVG Managed Workplace® Partner Since: 2008

Website: www.fpainc.com & www.fpamanagedservices.com

With AVG Managed Workplace, FPA Technology Services has transitioned from delivering break/fix IT services to managed services built on the foundation of service quality, visibility and revenue predictability.

The Opportunity

As the saying goes, the only certainties in life are death and taxes. While Craig Pollack had built a successful IT solutions company focused on the investment advisor, CPA, and funeral services verticals, certainty was what he wanted to help move his business to the next level.

Tired of the notoriously unpredictable nature of the break/fix IT services business – it breaks, your client calls and you go fix it – the Founder & CEO of Encino, California-based FPA wanted to evolve his organization to improve service quality for clients, increase internal transparency and efficiency, and ultimately, achieve more reliable revenue streams. Rolling out AVG Managed Workplace was the first step in a major business transformation for FPA.

Now, three years later, FPA's evolution from break/fix to managed services is nearly complete with more than two thirds of clients on an annual managed services contract. "We needed a tool that would significantly increase our ability to be proactive and provide markedly increased up time, rather than continually responding to issues reactively," said Pollack.

"We were looking for a way to improve the quality of service we provide to our clients, while at the same time increase the number of clients we could manage. Today, we don't take on new clients unless they are willing to sign on with a managed services agreement using AVG Managed Workplace as the foundation."

FPA takes a "business first" approach to delivering a full range of managed IT services to clients, including strategic technology consulting, planning and budgeting, network implementation, management, security, remote network monitoring, end-user help desk support.

Challenge

FPA was looking to both improve service quality by being more proactive and add transparency and tracking to help demonstrate the value being delivered to clients. Additionally, FPA wanted to achieve revenue certainty and enhance client relationships by transitioning from a break/fix approach to a managed services business.

Partner Profile

Based in the greater Los Angeles area, FPA is a successful managed service provider focused on the investment advisor, CPA, and funeral services verticals. The company's full range of services includes: strategic technology consulting, planning, and budgeting; network implementation, management, and security; remote network monitoring and end user help desk support; business continuity and disaster recovery; custom programming, application development, and integration; website design and development; CRM implementation and support; and related IT services for growing companies.

Solution

FPA deployed AVG Managed Workplace.

Benefits

FPA Inc. has been an AVG Managed Workplace Partner for more than three years and has successfully migrated the core of its business from break/fix IT services to managed services with recurring revenues. Today the company has significantly improved visibility into client issues, reduced response times while also increasing client satisfaction and retention application development and related IT services. The company's goal is to be a trusted advisor that helps clients make the right technology choices and then supports them on an on-going basis to ensure they get the maximum value from their investments. "We wanted to leverage monitoring, alerting, patching and additional automation to improve our effectiveness when

delivering our proactive maintenance services,” said Pollack. “Reviewing other RMM solutions, AVG Managed Workplace provided the best ‘all-inclusive’ package. Some of the advantages included agentless technology, security of information flow, reporting capabilities, and pricing structure. Technical support was also a plus, and with each upgrade and service release the platform continually gets better.” One of the clear advantages offered by AVG Managed Workplace is the range of technologies that can be managed through its central dashboard. AVG Managed Workplace comes with more than 400 policy modules, equipping MSPs with all the monitoring rules required to integrate with hardware and software from more than 100 vendors – including all the leading technologies that companies typically rely on to run their businesses. For example, FPA use a backup and disaster recovery (BDR) application from Zenith Infotech to help ensure business continuity for their clients. Applications like Zenith BDR-G12 help minimize disruption from catastrophic server failures so companies can more rapidly return to business. “Zenith gives us the ability to offer our clients a true business continuity solution,” said Pollack. “Working in tandem, AVG Managed Workplace and Zenith BDR provide comprehensive backup alerting and reporting. If there is an issue, such as a backup failing to run on schedule, we know about it right away and can take steps to protect our clients. We also create weekly backup reports that are reviewed by our Network Operations Center staff and then shared with clients during our Quarterly IT Status Meetings.”

Problem Solved

The evolution to managed services has streamlined FPA’s internal and technical processes, leading to significant improvements to the quality of services the organization delivers to clients. Scripting in AVG Managed Workplace helps FPA ensure all patches are up to date, while reporting capabilities provide critical insights and information about their clients’ networks. With this information, FPA can easily demonstrate the value of the services they deliver, advise clients on next steps to further improve the ROI for their technology investments, and manage potential issues before they become critical. “We are now able to proactively manage our clients like never before,” said Pollack.

“Rather than continuously accessing our internal Professional Services Automation system for device information, connections, etc., we use AVG Managed Workplace to give us a quick view of our clients’ networks. High-quality alerting allows us to proactively address issues, while the detailed reports in AVG Managed Workplace give us the

ability to provide our clients with objective statistics as to when and why they should upgrade their equipment. All this gives our clients the confidence that we ‘own’ their network and are on top of things.”

Additionally, the ability to script various types of software upgrades has allowed us to leverage AVG Managed Workplace to ultimately handle more clients with the same size staff.” FPA begins every new client engagement with a Network Health Assessment. The assessment – based on AVG Managed Workplace Network Audits – collects information about the end-client’s network. This includes hardware and software inventories, the status of warranties and licenses, and uses key performance indicators like CPU performance, installed memory and disk utilization to assess the health of network assets such as workstations and servers. “Every new client has an Onsite Manager installed,” said Pollack.

“For prospects who are ‘on the fence’ we can provide them with results almost immediately and convert them into clients.” According to Pollack, FPA realized full return on their investment in AVG Managed Workplace as soon as they signed their first new client. “We were pretty proactive before AVG Managed Workplace, but you can only be so proactive when you’re not getting alerts,” said Pollack.

“It’s a night and day difference now. We still have issues, but the frequency and severity are much less and ultimately we have more visibility into what’s going on both with clients and within our own business. There’s more predictability and more certainty. Without AVG Managed Workplace we would not be in the position we are in now.”

“**We are now able to proactively manage our clients like never before. All this gives our clients the confidence that we ‘own’ their network and are on top of things.**”

Craig Pollack Founder & CEO, FPA Technology Services, Inc.

About AVG Managed Workplace

AVG Managed Workplace is a remote monitoring and management software and services platform used by thousands of IT service providers around the world to deliver comprehensive IT support to small and mid-sized businesses. AVG Managed Workplace’s extensive management and automation features, deep integration into the IT ecosystem and fully integrated white label NOC and Help Desk services allow IT services providers to remotely support all of the IT products and services their end customers rely on from a single web-based dashboard.

See All. Manage All. Service All.

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