



RBTECH RAISES THE OPERATIONAL BAR WITH SOLARWINDS N-ABLE'S N-CENTRAL

ABOUT:

MSP focused on small businesses throughout Vermont and the New England region.

Location: East Montpelier, Vermont

Website: <http://rbtechvt.com>

CHALLENGES:

- To more proactively meet customers' IT needs
- Raise the operational bar and efficiently provide more professional services
- Stay on top of emerging technologies
- Find ways to grow the business in a competitive market

SOLUTION:

N-able's N-central®, the IT channel's #1 RMM and MSP service automation platform

BENEFITS:

- More efficient and proactive IT service management: rbTech has found N-central to be a force multiplier
- More advanced, professional-caliber services through RMM automation platform
- Business growth with both new and existing customers including winning a major new client
- Easy transition into cloud-based backup with a new, on-site micro data center
- New value proposition to support internal IT teams with automated patch management and other services

"If you don't evolve, you don't succeed," says Rubin Bennett, owner and founder of rb Technologies (rbTech), an IT services firm with customers throughout the New England region. With more than 16 years in the business, Bennett knows what it takes to grow and thrive even as new advances drive change in the fast-paced technology industry.

Located in East Montpelier, Vermont, where small business is the name of the game, rbTech opened its doors in 1997 and employs a staff of six, including five engineers.

In 2012, Bennett sensed a need to become more proactive – instead of reactive – as clients began to express an interest in more robust IT services to protect and optimize their businesses. Bennett knew that remote monitoring and management (RMM) technology could get his company where it needed to be, offering a foundation for more efficient operations and a better way to build a managed services practice.

"We realized it was time for us to raise the operational bar and provide a more comprehensive, professional level of service," Bennett says.

His RMM evaluation process encompassed solutions from Kaseya, LabTech and Level Platforms, but ultimately Bennett went with N-able by SolarWinds, the global leader in RMM and service automation software.

"N-able was the clear choice, and from day one it met all our expectations," says Bennett.

Used by managed service providers (MSPs) worldwide, N-able's N-central® RMM platform transforms and streamlines time-consuming IT processes. Featuring the new drag-and-drop Automation Manager toolkit, N-central comes with a full suite of complementary tools – from anti-virus protection, to backup and patch management, remote monitoring, auditing and more – to allow MSPs to efficiently deliver 100% IT coverage to their clients.

A Big Win With N-central

rbTech immediately went to work to roll out N-central across its customer base, giving it the ability to proactively monitor and manage a full range of systems and devices. The installation was completed just in time, as the MSP soon found itself in contention for one of the biggest pieces of new business in the area – an organization that Bennett calls “the big gorilla in Vermont and New England,” where small mom-and-pop shops dominate the landscape.

rbTech’s primary competition, a \$34 million MSP that uses Kaseya’s RMM platform, slashed their pricing to compete, but Bennett and his team won out in the end, earning the business on the basis of their longstanding IT expertise, broad-based professional services and the proven multi-tenant capabilities of the N-central RMM solution.

A Value Proposition That Works

According to Bennett, a number of rbTech’s customers and prospects, including its newest client, already have an IT manager or small IT team on staff, and he sees that as a plus. “We tell them, ‘your IT staff knows your line of business apps which are most essential to your business. Let us come in and take care of everything else.’ That includes patch management, which can take up to two thirds of an IT administrator’s time,” he says.

It’s a value proposition that’s taking off for rbTech. Although Bennett has fine-tuned his practice to support the state’s smallest businesses – companies with only a few employees – the MSP’s sweet spot also includes organizations with

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– Rubin Bennett, Founder and Owner, rb Technologies

20-30 people on staff. In addition, while 90 per cent of rbTech’s customers are located in the Capitol Region/ Washington County, the firm has successfully branched out to serve businesses in other parts of New England as well.

rbTech is expanding its business with existing customers too, leveraging the trust they’ve built through the years to further cement relationships through add-on offerings such as automated patch management with N-central, antivirus protection and new cloud services. Bennett is also a big believer in N-central’s freemium licenses, which he uses to seed business growth with current customers.

To bolster its competitive advantages, rbTech recently built an on-site micro data center that allows it to provide robust, secure cloud services, which Bennett envisions as a big part of rbTech’s future. It’s just one more move in his forward-looking plan to never let rbTech – or its clients – become stagnant. N-able and the N-central RMM platform are a big part of that plan, says Bennett.

“N-central is proving to be a force multiplier that allows us to run our business more efficiently. We’re very enthusiastic about working with N-able and SolarWinds and we look forward to what the future has in store,” says Bennett.

ABOUT SOLARWINDS N-ABLE

SolarWinds N-able is a leading global provider of complete IT management, automation and MSP business transformation solutions. The SolarWinds® N-able N-central® product is an award-winning RMM and MSP Service Automation Platform. SolarWinds N-able has a proven track record of helping MSPs standardize and automate the setup and delivery of IT services in order to achieve true scalability. The N-central platform

is backed by comprehensive business enablement support services. Thousands of MSPs use SolarWinds N-able solutions to deliver scalable, flexible, profitable managed services to over 100,000 SMBs worldwide. With offices in North America, the Netherlands and Australia, SolarWinds N-able is 100% channel-friendly and maintains strategic partnerships with Microsoft®, Intel®, IBM® and Cisco® among others. www.n-able.com.

Corporate Headquarters

SolarWinds N-able
450 March Road, 4th Floor
Ottawa, Ontario
K2K 3K2 Canada
Tel: +1 (613) 592-6676
Toll Free: 1-877-655-4689
Fax: +1 (613) 592-224

The Netherlands

Koningin Wilhelminalaan 3
527 LA, Utrecht
Tel: +31 (0) 30 298 5285

Australia

Level 9
15 Blue Street
North Sydney
Sydney, New South Wales
2060 Australia
Tel: +61 (0) 2 8412 4905

