



SAVING 500 HOURS A YEAR WITH AUTOTASK

AT A GLANCE

The Company

2GEN Pty Ltd. is a small, multi-country technology solutions provider.

Before

- » Spent excessive time on billing
- » Ran business on time-wasting un-integrated open source software
- » Phone calls for support and ticket status chewed up two hours a day

After

- » Dramatically improved cashflow by slashing time-to-bill cycle
- » Eliminated redundant data entry and errors
- » Faster, more efficient communication through client access portal

2Gen Pty Ltd is a Managed Service Provider (MSP) that provides IT Management services to small and medium businesses throughout Australia and New Zealand. 2GEN's goal is to provide clients with 100% system uptime, no interruptions and a secured, responsive network that never fails.

"If time is money, then IT downtime, is BIG money and the more dependant you are on IT, the greater the costs. Downtime directly affects your staff, your customers and your profitability," says Richard Fitzgerald, president of 2GEN. "Our IT Management Services are focused on system uptime and are specifically designed for businesses that are reliant on IT to operate. We don't simply deliver a technical resource, we deliver an entire staff dedicated to helping our clients leverage their IT assets through large enterprise best practices, world leading technology and very high levels of personalized service."

THE PROBLEM WITH OPEN SOURCE SOFTWARE: "THE TIME YOU LOSE ISN'T FREE."

"About two years ago, we began to make the transition into managed services, so I looked into getting the right software and systems," Fitzgerald says. 2GEN started with open source software because the price was right – free – but there was no integration among the different pieces of software. As a result, 2GEN was forced into lots of redundant data entry, and that created too much room for error.

"The time you lose isn't free," Fitzgerald says. "Free and un-integrated is more costly than it looks."

JUST WHAT 2GEN WANTED: A BEST-PRACTICES BASED SYSTEM

"I reviewed numerous products and found Autotask," Fitzgerald says. He knew what he wanted: a swift, go-to-market solution based on best practices and without any headaches. Further, the software had to eliminate double data entry and provide an integrated system where clients could log their tickets in on line.

Installation in a different time zone went through well, and the 2GEN team found the training videos very helpful and the Autotask sales consultants knowledgeable. Fitzgerald says, "Since we came from an open source ticketing system and knew what we wanted Autotask to do for us, that helped us jump straight into using it."

"Before Autotask, we were spending way too much time billing and invoicing. Now an invoice goes out half an hour after the work was completed,"

Richard Fitzgerald, president of 2GEN Pty LTD





IMMEDIATE IMPACT AND IMPROVED CASHFLOW

The impact of Autotask has been immediate and dramatic. Clients were impressed by the professionalism of 2GEN's quotes, and the 2GEN team is now able to process sales faster and track progress much more easily. Cashflow has increased dramatically because 2GEN was able to cut the time-to-bill cycle. "Before Autotask, we were spending way too much time billing and invoicing. Now an invoice goes out half an hour after the work was completed. The integration with Australian QuickBooks is seamless," Fitzgerald says.

2GEN uses Kaseya to log remotely into client's infrastructure and provide "instant gratification." To make sure that managed services clients are setup correctly and consistently, 2GEN created a comprehensive project template in Autotask that serves like a checklist to make sure everything is done properly. 2GEN does a fact finder on the client's network that "pulls the network apart." Then the setup project reengineers the network so that things don't go wrong.

"Autotask helps us maintain an excellent business model with recurring revenue, high levels of client satisfaction, and a stress-free work environment."



Corporate Headquarters

East Greenbush, USA
T + 1 518 720 3500
www.autotask.com

International Headquarters

London, England
T +44 20 3006 3147

Germany

Frankfurt am Main,
Germany
T +49 162 2703 601

Asia

Beijing, China
T +86 010 8278 4881

Australia

Sydney, Australia
T +61 2 8103 4001

TAKING ADVANTAGE OF AUTOTASK'S WORKFLOW RULES

"About 85% of our work is done remotely," Fitzgerald says. "We use Autotask's workflow rules for escalations and overdues to keep us on top of our tickets. We've been able to automate our managed service task entries by creating favorites for daily, weekly, and monthly tasks." For a familiar scheduling system, the staff takes advantage of the integration with Outlook.

Clients love the fact that 2GEN is always watching for things that could potentially go wrong. Automatic responses are sent to clients to keep them informed: "Your backup didn't work" or "You have low hard disk space."

"We look for things that can help our clients out and to detect issues before they become problems. Our clients tell me, 'It feels like you're sitting in the office next store,'" he adds.

DEMONSTRATING VALUE IS EASY WITH TICKETS THAT SHOW THE WORK THAT HAS BEEN DONE

Fitzgerald notes that with managed services, each month 2GEN has to demonstrate value to the client. Autotask makes it easy by generating automatic tickets that show what has been done for the client – "15 hours of proactive stuff," as he puts it – and all of it appears on the invoice.

If 2GEN has a favorite feature of Autotask, it is probably the client access portal. Clients appreciate it because they can log in tickets whenever they want, and they can check the status of tickets quickly and easily. As a result, the 2GEN staff gets very few telephone calls for support and few calls inquiring about the status of tickets. Fitzgerald says, "Previously, those phone calls chewed up a couple of hours a day. That one capability of Autotask saves 500 hours a year."

He says, "The client access portal provides faster and more efficient communication with clients, but we still maintain the person touch. When an issue is resolved or a ticket is closed, we call the client to tell them that the problem has been solved. Autotask's client attachments and user-defined fields are invaluable in recording client specifics. No longer do we look like forgetful fools when we're talking to them."

BEYOND THE BOTTOM LINE

Autotask is not only a powerful tool for running 2GEN, it is also instrumental in helping Fitzgerald to be the kind of business person that he wants to be: "Autotask helps us help maintain an excellent business model with recurring revenue, high levels of client satisfaction, and a stress-free work environment"