LANDYNAMIX

LANDYNAMIX'S BUSINESS TAKES OFF WITH PROACTIVE SUPPORT AND AUTOMATED IT SERVICES FROM SOLARWINDS N-ABLE

ABOUT:

South African MSP offering proactive IT support along with cloud, co-location, hosted backup, voice, managed security and other services. Customers span professional services, education, security and other markets.

Location: Johannesburg, Cape Town, South Africa

Website: www.landynamix.co.za

CHALLENGES:

- To move away from reactive services and embrace a proactive business model
- Keep customer IT environments running at peak performance
- Expand business beyond SMB market

SOLUTION:

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

BENEFITS:

- More proactive IT services with N-central translated into dramatic decrease in number of reactive tickets
- Doubled staff size over last 18 months
- 45 percent of total ticket base now managed through automation
- Engineers can now manage more devices
- Earning business from more midsized companies and larger businesses
- More competitive pricing as a result of automation means winning more deals
- Steady three-year growth with the anticipation of exceeding its recent 25 per cent year-over-year growth average

Established in 2006 by Managing Director Peter Clarke, LanDynamix is a frontrunner in the South African managed services market. With offices in Johannesburg and Cape Town, the firm has seen sales rise as a result of leaving the reactive IT services world behind and focusing instead on being 100 per cent proactive for the benefit of clients.

In 2011, Clarke says LanDynamix took a hit, losing a key customer because its services simply weren't proactive enough. "That was a turning point for us," Clarke says. "We transitioned to an all-new proactive approach to IT that same year and never looked back."

Business resources and advanced remote monitoring and management (RMM) technology from SolarWinds N-able®, the global leader in RMM and service automation software, played a key role in LanDynamix's transformation. The combination of N-able's award winning N-central® RMM platform and business transformation services enabled Clarke and his team to change the way maintenance tasks and other time-consuming services got done, and really evolve their business model.

According to Clarke, the managed services provider (MSP) had performed basic monitoring before N-able, but had never used an RMM solution. And now, with more than 3,000 devices under management with the N-central platform, LanDynamix's business is taking off.

"We've embraced the N-able vision for MSP success as well as the entire N-central platform – from Automation Manager and Security Manager | AV Defender, to Backup Manager, Report Manager and more," says Clarke. "While the core focus of our business remains support, we've also moved into cloud, and we offer co-location – using big datacenters -- and managed security, along with hosted backup and hosted voice."

With a proactive, professional approach to IT, LanDynamix is also seeing shifts occur across its customer base. Its clientele is moving from small to midsize businesses (SMBs) to larger, corporate customers, with the vast majority now being midsized organizations across markets such as professional services including medical practices, as well as education, security and recruitment.

Taking Advantage of Automation for Growth and Success

With dozens of people now on staff, LanDynamix has more than doubled in size Clarke says. "Automation and monitoring with N-central, and the caliber of our staff, helps us do what we do," he says.

In addition to the automation of proactive tasks and specific services on servers, such as proactive re-starts, a big area for automation for LanDynamix is desktop and laptop maintenance. The regular proactive management of these devices, using N-able's Automation Manager, is now a standard offering with every new customer agreement. The MSP also performs regular, automated anti-virus scans for clients, and has seen significant reductions in tickets as a result.

"We keep client machines at optimal performance by automating maintenance from the moment user devices are turned on," he says. "If an event needs resolution, even if we know it will be resolved automatically, we also track what happened behind the scenes to show value."

Today, 45 per cent of LanDynamix's total ticket base is resolved through automation, along with monitoring and proactive support. The number of reactive tickets has dropped exponentially, and customers have recognized the difference, Clarke says. In a hypothetical 150-user network, for example, LanDynamix previously experienced 1.5 tickets per user per month, but now, backed by N-central, only .6 tickets per user per month are coming in.

> "Using N-able's software, we can be more aggressive on pricing, as a result, and win more deals. And with advanced reporting through N-able's Report Manager, we keep existing clients aware of the value we provide."
>
> *– Peter Clarke, Managing Director, LanDynamix*

Getting More Competitive with N-able

Another advantage to N-able's IT automation software is that each engineer can manage more devices now. "Using N-able's software, we can be more aggressive on pricing, and as a result, win more deals," Clarke says. "And with advanced reporting through N-able's Report Manager, we keep existing clients aware of the value we provide."

Clarke's favorite N-able offering is Security Manager | AV Defender – powered by Bitdefender® – which is driving more business for the MSP. "We're flying with it. All you have to do is check a box for AV and it's done. And it's easy to roll out, too."

For its excellent grasp of N-central, LanDynamix has earned recognition from N-able as a Top Innovator/Automator and a Top Tech User for the South African market. And, as it has transformed its business these past few years, the MSP's success is undisputed. For the last three years, LanDynamix has maintained a consistent track record of 25 per cent year-over-year growth on average, but Clarke says this year will be even better. "We've done a lot of work getting ready, with new cloud services and an investment in educating our sales team. It's going to be a big year."

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.

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