CASE STUDIES

Databranch and NetEnrich Make a Perfect Match

NETENRICH

MANAGE IT CLOSET TO CLOUD

**COMPANY NAME
and WEBSITE:**
Databranch
www.databranch.com

MARKET SEGMENT:
SMB

**CHALLENGE
or OPPORTUNITY:**
- Transition successfully to offer managed services based on a fixed-fee, recurring revenue business model.
- Continue to deliver exceptional customer service and support.
- Find an effective way to monitor and manage customers' IT infrastructure and networks.

SOLUTION:
NetEnrich's IT operations and SBS package allows Databranch to deliver 24 x 7 x 365 IT support and peace of mind to customers.

RESULTS/BENEFITS:
- Databranch's managed services business is in full swing, backed by NetEnrich.
- NetEnrich partnership has generated bottom line impact, with 50% increase in billable time.
- Gained 100%+ ROI with NetEnrich along with the technology tools to better serve customers.

> **"We have a 100 percent plus ROI with NetEnrich."**
>
> – David Prince,
> Databranch Owner

Sometimes partnership exceeds your expectations. For Databranch Inc., an 11-person, Olean, NY-based managed service provider (MSP) to small- and medium-sized businesses (SMBs), collaborating with NetEnrich has returned a wealth of benefits.

For starters, there's the broader remote monitoring and management (RMM) profile, stronger sales and profits, enhanced customer support and a solid return-on-investment (ROI). Databranch's partnership with NetEnrich has also enabled the MSP to serve as its customers' full-service trusted IT advisor.

Backed by NetEnrich's IT operations and Small Business Services (SBS) package, Databranch now provides its customers 24 x 7 x 365 proactive IT support and the peace of mind that goes with it.

"Many of our SMB clients aren't familiar with managed services," says David Prince, Databranch's owner, who founded the company in 1985. "We have built a loyal base of clients over the past 25 years by consistently delivering exceptional customer service and support."

"With NetEnrich's support, we are our clients' 24 x 7 x 365 virtual IT department," Prince says. "There's no company within 60 miles that has our capabilities, experience and credentialed skills."

Eighty percent of Databranch's customers are SMBs with fewer than 100 users. Many lack an internal IT department. Databranch fully monitors and manages the IT infrastructure and networks of about 20 percent of those SMBs, while another 40 percent gain some portion of service management, says Prince.

"We relieve the technology burden from our clients who don't have an IT manager or a CIO," says Sarah Bray, Databranch senior account manager. "We take on that role for them—it's a position we've worked very hard to earn."

Similar to many MSPs, Databranch began as a product-focused solution provider, but the company has transitioned its offerings to feature proactive, results oriented services based on a fixed-fee, recurring revenue business model.

Currently, more than half of its sales stems from services with the remainder generated from hardware and software solutions, notes Prince. Much of the MSP's growth comes from migrating existing clients to managed services and adding new accounts, he says.

Databranch's partnership with NetEnrich has directly contributed to the MSP's bottom line as its billable time has increased by more than 50 percent in the past few years, states Prince. "We have a 100 percent plus ROI with NetEnrich," he says.
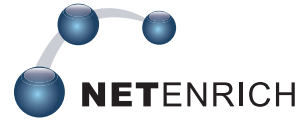
Prince says that working with NetEnrich has freed up Databranch's engineers and sales people to pursue new projects. And, thanks to NetEnrich, no longer does the MSP worry about its RMM tool.

"For us it used to be all about the tools," says Prince. "The technology is important, but what clients really care about is support and customer service," he says. "NetEnrich has enabled us to best serve our clients 24 x 7."

About NetEnrich

NetEnrich offers solution providers and MSPs a better way to grow their IT businesses with infrastructure, enterprise, cloud and data center managed services. The company's innovative business approach of delivering IT as a professional service (IT-as-a-Service) provides instant access to expert, certified IT engineers, proven ITIL processes and an ISO27001-certified audited network operating center at a much lower cost than full-time resources.

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