



# AVG Managed Workplace®

See All. Manage All. Service All.

**Company Name:** Know Technology, LLC

**Services Offered:** Managed Services, Networking, Data Center Services, Application Development, Procurement Services

**AVG Managed Workplace® Partner Since:** 2007

**Website:** [www.knowtechnology.net](http://www.knowtechnology.net)

In the first 18 months of using AVG Managed Workplace, Know Technology, LLC added 13 new customers—including two with over 100 seats—all while improving and expanding service delivery.

## The Opportunity

Founded in 1998, Know Technology, LLC (KTL) today has a team of 20 employees and more than 250 active customers. The management team became interested in managed services because “it was clearly the direction that the industry was taking. In fact, many clients were already well-informed about it. But from a client services perspective, we liked that the managed services business model would give us much more control over the quality of service that we could deliver to our valued clients,” says Patrick Jones, Chief Operating Officer, KTL.

Adopting managed services was also part of a competitive differentiation initiative for KTL’s management team who wanted to expand their customer base. Despite having the expertise and service record required to land larger clients (100-200 seats), KTL was not making as much headway in this market as they wanted. “The key was that we wanted to grow without negatively impacting the quality of service that we were delivering to our smaller customers. Our success has been built on our dedication and service to small and mid-sized businesses with 25-100 seats. We’ve grown steadily for a decade because we’ve invested in relationships with our clients, no matter what size they are.”

After careful evaluation of available remote monitoring and management (RMM) platforms, KTL’s Chief Technology Officer, Steve Hand, chose AVG Managed Workplace for three main reasons: the AVG Managed Workplace feature set made the most sense for the market; it was a proven technology that would support KTL’s goals; and it was deeply integrated with Microsoft technology, in addition to being Microsoft Gold-Certified.

## Challenge

When you’ve already got a reputation for delivering high quality services to your client base like Know Technology, LLC (KTL) does, it’s imperative that you choose wisely and proceed thoughtfully when making major changes to your supporting technology. KTL took the right steps to transition successfully—and profitably—to managed services without interrupting services to current clients.

## Partner Profile

KTL is a Camden and Portland-based IT Solutions and Support Services company, founded in 1998 as a quality Network System Design and Security Services provider for medium-sized businesses in New England and throughout the U.S.

KTL has expanded its operations several times in recent years to support continued growth. These expansions have included adding an office in Portland in 2001, acquiring a development and hosting company in 2003, and creating a state-of-the-art data center in 2005.

## Solution

KTL deployed AVG Managed Workplace and offers three managed services packages. In the on-boarding process, they deploy an Onsite Manager to conduct an initial network scan and run reports to support their recommendations.

## Benefits

- 13 new clients in first 18 months, including two larger clients (100-200 seats)
- 60% annual increase in service-based revenue
- Clients report high levels of satisfaction with the new service

## Partner Solution

KTL deployed AVG Managed Workplace as a beta project to a handful of customers who represented a good cross-section of their overall customer base, having a mix of onsite and hosted environments, and very diverse assets. The beta project gave KTL the opportunity to fine-tune their configuration of AVG Managed Workplace and become familiar with its features.

KTL worked with their AVG Managed Workplace Business Development Manager (BDM), who coached them on best practices for the implementation of managed services and ensured they received technical training. KTL began offering three sets of monthly subscription services, which can each be purchased individually or in combination: Monitoring, Maintenance, and Support. Any service requests beyond the packages are billed per-incident.

Since the successful beta, KTL has been steadily deploying AVG Managed Workplace across their customer base. To transition new or existing clients, they conduct a basic network assessment by deploying an Onsite Manager, gathering the data necessary for comprehensive needs analysis, and then they make recommendations that are fully supported by AVG Managed Workplace reports. "With this methodical approach, we're able to prove our capabilities up front. The benefits are obvious to customers immediately: proactive service, rapid remediation through secure remote access and more accurate forecasting of their expenses. It saves them money and makes their lives easier," says Jones.

## The Benefits

KTL credits the use of AVG Managed Workplace with helping them to win 13 new clients in the last 18 months, including two in the 100-200 seat range. Although this represents less than a 5% increase in the number of customers, they've seen a 60% annual increase in service-based revenue that they attribute in large part to AVG Managed Workplace.

"The beauty of this solution," says Jones, "is that our growth has been achieved as we were simultaneously improving services and increasing value for our existing customers. AVG Managed Workplace allows us to be more efficient, more precise, and more deeply informed about what's happening in our customer networks. We leverage this to provide more personal, focused attention on each client and ensure that we are meeting their unique needs."

## Looking Ahead

"Being technical advisor to our clients means we not only need to be knowledgeable about the latest and greatest tools; we need to be able to match the right solutions to specific client needs effectively, now and as they evolve," says Hand. For example, while their typical customer benefits from basic monitoring and maintenance of an on-premise IT infrastructure, the right solution for another larger customer was to host, monitor and manage primary assets for an entire data center of 170 seats. "AVG Managed Workplace can handle it all: on-prem, hosted, even SaaS deployments like hosted Exchange. The far reach and adaptability is built in from day one, which is why AVG Managed Workplace is the core of how we will provide support to customers moving forward."

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Patrick Jones, COO, Know Technology, LLC **"**

## 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.

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[www.levelplatforms.com](http://www.levelplatforms.com)

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