

Success story

Atera keeps an IT company agile, without a sales team

2 min read



Industry Managed Services Provider

Solution Atera for MSPs

Challenges

- Complexity of current IT solution
- Time spent installing software and protocols for new clients
- Identifying upsell opportunities
- Deploying patches and updates
- Growing customers without growing headcount

Benefits

- Easy deployment
- Predictable cost
- Unlocks proactive services
- Automates patching
- Accelerates average response time

KPI: 5-Average response time dropped to 25 minutes or less, with 99% satisfaction rate

Systemagic, a UK-based IT support company grew into a full IT solutions business offering cloud services and migration, patch management, network management, backups, VOIP, remote support, and additional IT support. They support small and medium-sized companies that range from hotels and colleges to construction organizations and film production studios. Systemagic don't have a sales or account management team. Instead, the IT Technicians serve as the only customer-facing role. They explore the potential client's challenges, build unique solutions, and help implement and maintain them. To sustain such a high level of customer service while keeping their prices competitive, the company needed to speed up the manual processes while keeping a low headcount.

Systemagic searched for a cost-effective IT platform that could do the job well, at an affordable and predictable cost.

“Atera charges per technician instead of per computer or user. From there, we discovered the bonuses”

Before Atera, Systemagic had basic kind of patching capabilities, but it was never as robust, so it couldn't really be trusted. Now they can push out patches, scripts, and programs without thinking about it. Because of Atera, fixing an issue before it becomes a client's problem is now easy. The technicians see the functionality of the software and hardware they supply and act fast when they see a slowdown or bug.

“Tools like Atera have really helped us streamline our processes and have contributed towards our success, especially reducing our average response and resolution times,”

Adam Beer, IT Technician
Systemagic

