



CDS OFFICE TECHNOLOGIES GOES FOR MANAGED SERVICES GROWTH WITH SOLARWINDS N-ABLE

ABOUT:

Large IT services provider with seven locations and 8,000 customers across Illinois and Missouri, serving a wide range of vertical markets including education, healthcare, law and manufacturing.

Location: Headquartered in Springfield, IL.

Website: www.cdsot.com/

CHALLENGES:

- Staying ahead of both the technology curve and the IT services delivery curve
- Managed services that meet regional market needs
- Tap into growth of managed services market opportunity

SOLUTION:

N-central®, the IT channel's #1 RMM and MSP service automation platform; Essential and Professional Licenses; Automation Manager; Mobile Manager

BENEFITS:

- N-central Essentials and Professional licenses allow CDS to offer more choices to customers
- Excellent SolarWinds N-able technical staff and sales team
- Ability to show greater value to customers and drive consistent profit
- Poised for managed services growth

In business for more than 40 years, CDS Office Technologies got its start in the copier business and has stayed strong through the years by adapting quickly to the changing high-tech landscape. It made its mark as an early leader in personal computing in the 1980s, becoming one of the largest U.S. resellers for Panasonic word processor technology at that time. Next, it rode the wave of Novell local area networks, forging new ground in business computing.

Today, CDS specializes in the latest networking, communications, video surveillance and printer/copier technologies – keeping a keen eye on what its customers need and how to serve them best.

“Nobody controls the marketplace: we just participate,” says Mark Watson, president of CDS, which operates seven locations and employs a staff of 130, making it the largest IT services provider in central Illinois.

With new approaches to IT service delivery now taking hold, Watson, whose father Jay Watson, founded CDS, has set his sights on growing the managed service provider (MSP) side of his business by aligning with innovators such as SolarWinds N-able®, the global leader in remote monitoring and management (RMM) automation technology.

“We’ve evolved the IT side of our business, just as we plan to evolve the managed services side of what we do,” says Watson. “With SolarWinds N-able, we have the opportunity to add a lot more value and to benefit more from recurring revenue. At the same time, our customers are eager to have us come in and manage their technology for them at a reduced cost.”

Unlocking a Managed Services Sweet Spot

With well over 500 devices now under management with SolarWinds N-able’s N-central®, the #1 RMM and MSP service automation platform, CDS offers a two-pronged approach to managed services. Leveraging the SolarWinds N-able freemium licensing strategy, it has positioned its higher-end NetCare Pro option as a full-on managed services contract based upon SolarWinds N-able’s Professional licenses. Its standard NetCare solution gives customers a block of 10 to 12 CDS hours to draw upon each month and is built around SolarWinds N-able’s Essentials licenses.

Of the two, NetCare is their strongest offering, making up 60 to 65 per cent of CDS’ managed services business via SolarWinds N-able and providing a consistent profit margin.

"We've found that 10 to 20 hours is the threshold for many businesses in this region," says Watson. "The Essential licenses allow us to proactively handle these 'block' customers – to let them know about issues before they get out of hand and to driver higher uptimes for their networks," says Watson.

Another strategy CDS uses is to allow customers to lock in at a lower monthly rate if they sign up for a multi-year contract – an offer that is starting to gain traction with businesses in the Central Illinois region, where Watson says managed services still hasn't taken off quite like it has in other parts of the U.S.

Endless Growth Potential

The CDS team is using SolarWinds N-able's Automation Manager to streamline processes and also sees a lot of growth potential ahead in MDM (mobile device management) with Mobile Manager. For Watson, that's saying something. The firm serves more than 8,000 customers and operates across most major vertical markets including universities and school districts, law, healthcare and manufacturing.

"Working with SolarWinds N-able has been great and their technical staff has been excellent. With N-central, it's easy to show a lot more value and to get our customers converted to managed services."

- Mark Watson, President, CDS Office Technologies

"Not only are we adding more business within our customer base, but we're also gaining new customers as they understand the depth of what we can do," he says. "Our IT services side is growing at a significant clip –we're very excited about that. And we're putting our managed service business in position for growth as well."

He adds, "Working with SolarWinds N-able has been great and their technical staff has been excellent. With N-central, it's easy to show a lot more value and to get our customers converted to managed services."

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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