

Alpine Business Systems

SUMMARY

Alpine switched to Managed Workplace for its powerful features, ease of use, and renowned support—and saw their managed services revenue increase by 400% in just three years.

The Opportunity

Alpine Business Systems is always on the lookout for technologies that will help it deliver better service to its customers and maintain a competitive edge, so when customers complained that they were tired of investing significant time worrying about and managing their IT infrastructure—time that would be better spent building their businesses—Bill Blum, Alpine President, started looking for service options that would meet this need.

“They wanted to arrive at their offices in the morning and have all their computers working perfectly; for their experience of everything network-related to be as simple and reliable as turning on the light switch, starting the coffee pot, or picking up a phone,” says Bill Blum, President of Alpine Business Systems.

Managed services offered a clear promise of delivering this functional simplicity and high reliability to their more than 200 customers—as well as offering a multitude of benefits for their own internal operations, including the ability to much more accurately predict revenue based on recurring contracts. After experiencing significant frustration with a competitor’s product, and not seeing any of the promised benefits materialize, Alpine decided to try Level Platforms Managed Workplace and quickly achieved the results they were looking for.

Partner Solution

Alpine started by using basic features of Managed Workplace to deliver network monitoring, alerting and reporting. This first step quickly demonstrated the huge value of the technology to their customers, and brought in new net recurring revenue right away.



Alpine is a leading provider of information technology systems and services. Based out of New Jersey, Alpine delivers world-class consulting, design, implementation, integration, administration and maintenance of computing systems and networks, as well as system support services and custom software development to over 200 customers.

They have been a partner since 2006.

Website: www.alpinebiz.com

Challenge

It’s a familiar refrain: clients want your best services, but they also want your best prices. Bill Blum’s clients made it clear that when it came to IT, “best service” would mean never having to think about their network so they could focus on their core business. While Blum knew managed services would help him address his clients’ service and cost requirements, the key to making it happen was finding the right remote monitoring and management (RMM) platform.

Solution

Alpine Business Solutions switched to Managed Workplace after experiencing ongoing problems with a competitor’s managed services platform. With Managed Workplace, Alpine quickly implemented a simple initial managed services offering that delivered immediate value to customers and achieved new net recurring revenue right away.

Alpine has since built out their managed services offerings to include more features and different packages that address a range



of customer needs.

Benefits

- 400% increase in managed services revenue in first three years
- Increased customer satisfaction and loyalty
- Successfully managing approximately 4000 end points with a staff of 10

Building on this initial success, Alpine has expanded its services to include three levels of support, allowing clients the flexibility of selecting the services and price points they want:

1. Basic – includes basic monitoring and reporting
2. Advanced – includes basic monitoring, plus a specified amount of hours for other services, such as help desk and full network support, which is specified in the service agreement
3. Ultimate – Unlimited help desk and full network support

Further revenue increases—and greater customer satisfaction—have been achieved with the comprehensive reporting capabilities of Managed Workplace, which Blum’s team uses to validate incremental upgrade and hardware replacement services that help optimize customer networks.

Today, Alpine’s techs make extensive use of the Managed Workplace scripting engine to deliver services more efficiently than ever and to deploy the Device Manager to monitor offsite devices.

By leveraging the detailed alerting, enhanced network view, immediate access to multiple networks/devices, and graphically compelling reports in Managed Workplace, Alpine increased its managed services

revenue 400% in the first three years. Today, managed services is firmly established as a driving force in the growth of Alpine’s

business.

Managed Workplace’s integrated and easily scalable platform has made it easy for Alpine to systematically manage multiple complex networks and develop a range of offerings based on different service levels.

Although each customer environment presents a unique combination of devices and applications to be managed, Managed Workplace comprehensive selection of policy modules make it easy to quickly configure services for anything that Alpine encounters. Customers are consistently impressed by the seamless implementation and immediate results. “It helps us close every single deal we do. For example: we were just recommended to a new client with about 70 workstations. Their IT guy had just up and left them hanging. We drop in an Onsite Manager, and three or four days later we can provide them with their entire list of assets, line it up with the physical equipment, and reassure them that we are taking care of things,” says Blum.





Looking Ahead

"In 2011, we are managing approximately 4000 end points and still growing, and those customers are all over the place—California, Florida, Texas, Puerto Rico, Europe, and right here in New Jersey—and we're doing it with a staff of ten people. The stuff we do would be impossible to achieve without Managed Workplace," says Blum. "I talk to other IT people who are addressing the mid-market like us, and they're shocked. They don't believe how much we can handle. The efficiency we gain with Managed Workplace is the key. We do analysis, inventory and remediation much, much faster than our competitors."

"Using Managed Workplace, we deliver a monitoring, alerting and reporting service that generated new recurring revenue that grew our managed services business 400% over three years.

It helps us close every single deal we do."

Bill Blum

President, Alpine Business Systems

About AVG

AVG provides Managed Workplace®, the 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's hybrid agentless technology, extensive management and automation features, deep integration into the IT ecosystem and fully integrated white label support services, allow IT services providers to remotely support all of the information technology products and services their end customers rely on from a single web-based dashboard.

"See All. Manage All. Service All."

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