



Company Name: Computer 1 Products of America (C1P)

Services Offered: Service Maintenance and Support

AVG Managed Workplace® Partner Since: 2012

Website: www.computer1products.com

Deliver More Responsive & Proactive IT Services

The Opportunity

When Steve Cabrera set out to replace Computer 1 Products of America's (C1P) existing remote monitoring and management (RMM) tool in late 2011, he wasn't planning on deploying new Network Operations Center (NOC) and Help Desk Services. He initially wanted to implement AVG Managed Workplace RMM and get the visibility into customer networks that C1P needed to deliver higher quality, proactive managed services, but when he learned about the pending launch of the company's new integrated NOC and Help Desk Services, he was already so impressed by the RMM technology and the professionalism of the AVG Managed Workplace team that he offered to beta test the new services.

Before the end of February 2012, C1P had two customers on AVG Managed Workplace NOC and Help Desk Services, and was in the process of onboarding a third. "We were doing RMM, NOC and Help Desk through another vendor but it wasn't very efficient," said Cabrera, Managed Services and Professional Services Manager with the Los Angeles-based IT solutions provider, explaining that the incumbent technology was a single-vendor solution that had been built through acquisitions.

As a result, significant integration issues were resulting in serious service delivery challenges and causing customer complaints. "We moved everything over to AVG Managed Workplace to centralize on one properly integrated platform," said Cabrera.

"Everything is integrated. It is well-tuned. Instead of having five different pieces patched together, we now have one solid infrastructure."

Challenge

Improve visibility and responsiveness to client issues through superior remote monitoring and management (RMM) technology and increase customer satisfaction and expand business opportunities with NOC and Help Desk Services.

Partner Profile

As a full-service IT solutions provider, C1P delivers comprehensive, cost-effective, consultative IT and support services to customers across the United States, including IT infrastructure design, implementation and support, computer products sourcing, and Business Continuity/Disaster Recovery Planning. With six warehouses situated across the country, C1P is able to deliver new equipment to clients in a matter of hours, minimizing downtime and getting networks back up and running at peak efficiency.

Solution

C1P implemented AVG Managed Workplace, including its fully integrated and scalable white label NOC and Help Desk Services.

Benefits

Within two months of becoming an AVG Managed Workplace Partner, C1P realized a significant ROI with improved customer satisfaction and new business opportunities.

- Increased professional services sales
- Improved operational efficiency through increased remote management and reduction of on-site visits
- Enhanced visibility into customer networks
- Superior trouble ticket management and resolution through AVG Managed Workplace's deep integration capability with the ConnectWise professional services automation (PSA) platform

Over the past 10 years, C1P has built an impressive roster of customers. However, C1P recognized an opportunity to further improve responsiveness and customer satisfaction with AVG Managed Workplace. And in the first two months of partnering with AVG Managed Workplace, C1P witnessed significant returns, including efficiency improvements and reduced costs.

Cabrera explains, “With our previous RMM we had to spend a lot of time on site with clients to resolve issues. In a few cases, we had clients calling to tell us a server was down. Those are major problems that we’re now discovering automatically and resolving remotely with AVG Managed Workplace. Accurate alerts are a significant benefit that gives us true visibility into our customers’ networks. Also AVG Managed Workplace has better integration with our ConnectWise PSA, so we see things earlier, can easily recognize true alerts and then respond with the right resources to address issues.”

AVG Managed Workplace’s powerful monitoring gave C1P new value offerings. The company’s previous RMM solution didn’t provide detailed reports, making it difficult for C1P to explain the value of specific services or identify opportunities to further improve a given service. With AVG Managed Workplace, C1P can now demonstrate their technical insights to customers by providing a detailed monthly report that highlights open and closed tickets, resource utilization along with opportunities for improvement.

“With the combination of a better alerting system and detailed reporting, we spend less time on site, provide better service and can show our customers what we are doing to help improve their business. They are already happier,” said Cabrera.

The Results

While AVG Managed Workplace RMM features have improved customer satisfaction, NOC and Help Desk Services - fully integrated with the RMM platform - are also paying early dividends with new revenue opportunities. For example, there is a significant market for professional IT service projects such as network configuration optimization, which C1P can now more easily perform by combining their technical knowledge with the support expertise provided by the AVG Managed Workplace NOC and Help Desk Services.

From a business perspective, qualified technical resources provided by AVG Managed Workplace NOC and Help Desk Services allows C1P to focus its resources on more strategic, revenue-generating opportunities. “We’ve tried to deliver NOC and Help Desk Services internally, but it’s not cost-effective or efficient,” said Cabrera.

“If we’re going to hire internal IT resources, it’s going to be at a system engineer level and we don’t want these people troubleshooting. It’s also hard to find the right people specializing in specific technologies. With AVG Managed Workplace NOC and Help Desk Services, we have access to high-quality technical resources as needed.” In less than two months, C1P has been able to fully implement AVG Managed Workplace RMM, NOC and Help Desk Services.

This significant technological upgrade is enabling C1P to deliver more efficient, cost-effective and expanded services to a growing number of customers. Cabrera notes that the whole process has been seamless, both for C1P and their customers, thanks to the quality of the services and technical support delivered by AVG Managed Workplace. “Because NOC and Help Desk Services are fully integrated into the RMM platform, we don’t have to worry about setting up separate services or managing multiple tools. This really motivated us to start deploying AVG Managed Workplace NOC and Help Desk Services much earlier than we had planned,” said Cabrera.

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Steve Cabrera, Managed Services & Professional Services Manager, C1P

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.

See All. Manage All. Service All.
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