

CATALYST'S CLIENTS SAY GOODBYE TO IT WORRIES



ABOUT CATALYST:

Catalyst provides peace of mind by offering proactive managed IT service plans, total security measures and disaster recovery services. Service plans are available to cover network management, tech support, server management and network support.

Location: Chandler, AZ

Website:

www.catalystcomputertechnologies.com

Challenges:

- Technicians were spending too much time on the road putting out fires at client sites.
- IT infrastructure management was reactive vs. proactive.
- Catalyst needed proper processes and procedures to manage growth.
- The sluggish economy represented both a challenge and an opportunity.

Solutions:

- Catalyst leveraged N-able's N-central to ensure manageable growth and that it has the resources, technology and expertise to meet and exceed client IT infrastructure requirements.
- By automating routine IT tasks remotely, Catalyst reduced technician travel time, managed its resources more effectively and became more proactive about client service delivery.

Benefits:

- Catalyst delivers world-class IT support to SMBs so they can focus on business growth without worrying about IT infrastructure performance.
- Catalyst's North American expansion was fueled by more efficient, RMM capabilities.
- Catalyst's business growth has allowed the company to reach the million-dollar mark in sales, with the potential to double revenue in the year ahead.

Steve Jaramillo, Catalyst Computer Technologies' founder and chief executive, says that he sleeps better at night knowing that his company delivers what every client ultimately wants—peace of mind.

"As a managed services provider (MSP), we become our clients' virtual CIO so they don't have to worry about their IT infrastructure," says Jaramillo. "We concern ourselves with everything that's in their best interests—we truly are a business partner."

In 2005, Jaramillo launched Catalyst with then partner, Ed Garay as an hourly-based, break/fix operation with clients local to its Chandler, AZ headquarters. But after attending seminars on managed services, Jaramillo began to think seriously about converting to a proactive business model.

"In the beginning, our technicians were constantly driving to each client's location to put out fires," he says. "It was costly and we thought we could provide better, less expensive service by being more proactive," he says.

Two years later, Jaramillo made the leap to managed services, converting six of Catalyst's existing customers to remote monitoring and management (RMM).

"Back then we called ourselves an MSP, but the term was new to most clients," he says. "We had to explain that we would be watching their systems and would know about an issue before it became a problem," he says.

Last April, after experimenting with other managed services software, Jaramillo elected to partner with N-able Technologies®, the global leader in RMM and use their N-central® RMM platform, which easily and efficiently automates a wide range of IT services and routine tasks. Since then, Catalyst has also deployed N-compass™ – one of a number of N-central add-on tools – to gain advanced IT reporting and Endpoint security capabilities.

"All of these technologies have contributed greatly to the MSP's success," Jaramillo says. Catalyst's technicians can now significantly reduce time on the road and instead focus their efforts on client IT infrastructure success – handling the bulk of their work from the company's Arizona headquarters.

"We created a test environment with N-central and right away saw the benefits and advantages compared to our other platform," he says. "And, with N-able, we have access to software engineers who have worked in the field just like us."

Along with N-able's technology, Jaramillo says the N-able partner development specialist (PDS) team is the best in the business. "The expertise we get from N-able's PDS team is priceless," he says. "We get help with every aspect of our business, from pricing and ROI (return on investment) to the skill level of our technicians," he says.

N-able relationship sparks Catalyst's growth

Catalyst's partnership with N-able has also propelled its sales and operations growth, even amid the sluggish economy, says Jaramillo. Indeed, in the last two years, Catalyst has grown from seven to 12 employees and now has seven technicians, with plans to hire even more to support its growing portfolio of advanced technologies and client projects.

Among its 40 managed services clients, it has deployed more than 1,200 N-central nodes and believes it can double that number by the end of this year.

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In recognition of this growth, N-able awarded Catalyst with their Rookie of the Year award at their Annual Partner Summit in October 2010.

Managed services have also enabled Catalyst to expand its client base beyond Arizona to the point that half of its customers come from other U.S. states as well as Canada, notes Jaramillo. “All of our clients were in Arizona until we became a managed services provider,” he says. “Our existing clients led the way to our North American expansion by referring us to customers in other regions.”

By extending its client roster, Catalyst reached the million-dollar mark in sales last year and is on track to double its revenue this year, adds Jaramillo. The MSP uses N-able’s “freemium” plan as a lever to add new clients, offering remote support with an N-central Essentials license.

Although Catalyst mainly sells to small- and medium-sized businesses (SMB), the MSP specializes in servicing the IT needs of full service veterinary centers, which comprise about 30 per cent of its overall sales. The company also works with SMBs in the construction, medical, legal and educational services markets.

“By teaming with N-able, we’ve successfully grown our managed services business and are able to offer our clients a much more proactive and flexible IT service model that really suits their business needs and further differentiates us in the market,” says Jaramillo.

Next Steps

- [Read more case studies about N-able’s MSP Partners](#)
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