



Case Study

centrexIT

When Eric Rockwell, the CEO of centrexIT, wanted to take his service delivery offering to the next level, he knew he had to partner with Inbay to include a 24/7 Network Operating Centre (NOC) for monitoring and remediation.

As well as getting great feedback from his customer base, Eric saw an increase of 15% of the gross margin on his new manageIT products that used Inbay's services.

Founded in 2002, centrexIT is San Diego's leader in IT management and provides IT service, support, security and leadership for SMBs in the greater San Diego area.

Since its birth, the eight-time award winning company has seen its customer base grow to over 4,000 users across 300 locations.

Eric's clients, who are from the healthcare, defence, finance, professional services, manufacturing and construction verticals were very happy with the service they were receiving. In a 2015 client satisfaction survey, 96% delivered a 5 out of 5 rating, and 75% not only said they were happy with the centrexIT experience but added they actively champion the company to their partners.

But Eric knew he could better his service offering by including NOC on a 24/7 basis to the package.

"The problem we had was getting qualified technical staff who wanted to work the graveyard shift monitoring servers and responding to alerts on critical devices the 11 hours a day we weren't working."

Once Eric decided he wanted technical expertise on a 24/7 basis, he made it his goal to roll it out to every new client and uplift every current client except those prohibited by regulation.

Having researched the market and spoken to professionals in the IT channel Eric found that Inbay was a popular choice.

"Inbay came strongly recommended to me by a very trusted professional at SolarWinds MSP who had worked in the field for over 10 years. I found a lot of SolarWinds MSP Super Elite partners had partnered with Inbay and excellent staff who had previously worked with SolarWinds MSP had moved over to Inbay."

centrexIT's successful **buildIT™**, **manageIT™**, **cloudIT™**, and **growIT™** model has grown in reputation over the years. It incorporates best-in-class solutions to establish stable, scalable and secure environments. Their IT leadership incorporates technology strategy and planning (CIO services).

Despite centrexIT's standing in the IT community and its flawless A+ rating from the Better Business Bureau, Eric didn't have any fears starting a new partnership with Inbay. "Of course we heavily vetted out Inbay before we took them on-board to make sure they were right for us," Eric says.

So, once they trialled our service Eric decided to partner with Inbay for NOC services and the onboarding process began.

"Inbay put in a lot of attention and care to their onboarding process, just like we do with our own onboarding process, so it was a great experience for us, and a great cultural fit. They were very operationally mature, and our account manager Hannah treats us with the same high level of care that we give to our clients."

Eric now offers a truly comprehensive service to all new customers and has started to include it in the package used by his current customers.

"It's been a huge improvement to the service we offer," he adds. "Up until that point our service was inconsistent – it was best efforts."

Over time Eric wants 100% of his customers to enjoy the benefits of 24/7 monitoring and remediation.

So, centrexIT, which is officially recognised as one of San Diego's fastest growing privately-held companies, has changed the way it operates since partnering with Inbay. Now its client-centric culture truly sets the bar for strategic business partnerships, resulting in an environment where people and business prosper.

"We don't have to take on a huge payroll by employing new engineers," he says. "We simply increase the expenses with our partner as we grow. The new expense aligns with the new revenue so every new client we take on using Inbay's services is profitable."

To conclude, Eric says the best aspects of Inbay's service is the provision of:

- › A technical resource to free up additional funds that would be spent on hiring a team of engineers.
- › A Pay As You Grow model that allows MSPs to be profitable while still offering great service.
- › An opportunity for MSPs to raise their profile by offering 24/7 monitoring and remediation on critical devices.

For more information, please visit:



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