

ITimpulse is the best choice when outsourcing your complete NOC operations.

## Customer case Study – Private Label NOC

Customer name had been changed as per non disclosure agreement

### Customer

- Fertile tech
- Based in New York, USA
- Managed IT Service Provider

### Challenges

- Slow response time for after hour maintenance
- High number of tickets escalated to on-site team
- Current NOC provider lacks overall technical expertise
- Low cost to benefit ratio

### Goals

Partner with a NOC provider that:

- Provides fast response times
- Work well with their existing GFI RMM and Autotask systems.
- Takes the load off their on-site team.
- Provides high degree of technical expertise

### Customer Intro: Fertile tech

Fertile tech is a Managed Service provider based in New York and serves small and medium sized business with 10 – 500 computers. They strive to provide worry free IT to their customers. The company was started by Justin in 2009 as he saw an increasing need for managed IT services. Their USP is extensive monitoring and prompt remediation. They manage close to 1200 end-points.

Fertile tech has always been a cloud favouring MSP. They made the choice to use GFI RMM for their remote monitoring and Autotask for their ticketing system and CRM. They use Hosted Exchange and their password management portal is hosted internally.

Fertile tech follows a stringent policy for documentation and troubleshooting. All their tickets need to be properly documented and followed up. There is a thorough Quality check on all tickets before closing. They lay very high emphasis on building their internal knowledgebase.

### Remaining Agile and Productive

After the Implementation of GFI RMM, Justin noticed that a lot of tickets that were generated were

1. **Routine** – it came into notice that most tickets were recurring. They had been worked on by engineers, resolved and well documented in Autotask Knowledgebase. However repetitive these tickets may be, Fertile tech had to manage their SLA and at the same time get this load off their onsite team.
2. **Duplicate** – With Autotask and GFI RMM integration, when an issue is not resolved, a new ticket is created in the system. The engineers were spending a lot of time getting rid of duplicate tickets. Justin has to find a way to overcome this situation.

## Results

After partnering with ITimpulse for their NOC operations, Fertile MSP were able to achieve:

- 20% reduction in NOC operation costs.
- Onsite engineers have been able to find more time for customer interaction and projects.
- Lower helpdesk calls because of proactive maintenance.
- Scalability and increase target markets

“I go home on time everyday knowing I can push all pending tasks to the NOC. My customers are extremely happy as we can now give them undivided attention.”

Justin  
Technical Director  
Fertile tech

3. **Not Urgent** – When a RMM is in place it will capture all events and performance indices. But these may not be urgent tickets and can be looked into after business hours. These tickets can be outsourced which will help him cut down costs and free his team to address urgent issues. At the same time all SLAs should be met.
4. **Needed after hour’s attention** – Some tickets needed after hours support or had to be scheduled for after business hours because the system was in use or was business critical to operations. Having a 24\*7 team would not be possible for fertile tech.
5. **Pro-active maintenance** – to keep the helpdesk noise to minimum all managed devices need to be proactively managed and maintained. Using highly paid on-site engineers for these tasks reduces the profitability.

Justin was quick to realize that these tickets could be outsourced. In view of the current globalization and outsourcing trends he made up his mind and was looking for a reliable and efficient partner that could help him reduce costs but at the same time maintain quality and response time.

Justin was looking for a NOC partner that was responsive, professional and had great technical knowledge.

## ITimpulse

ITimpulse is an IT support company run by seasoned IT experts with years of experience behind them and not by marketing professionals that just want to close deals and leave project delivery to others in the organization. The primary focus is helping MSPs reduce support costs by utilizing NOC services. Our clients trust us because of our technical expertise and professional attitude to work. We deliver proactive, efficient and reliable services to our customers and guarantee response times and SLAs.

## Integration

1. Fertile Tech created accounts for ITimpulse NOC on their Autotask and GFI RMM. All passwords are stored in an online password manager and shared with ITimpulse.
2. All alerts generated by GFI RMM are routed to the NOC account on Autotask. Remote access is managed via GFI RMM.
3. Other NOC tasks and tickets are assigned to ITimpulse NOC account in Autotask.
4. All Documentation and time tracking is performed via Autotask allowing easy invoicing for Fertile tech. All solutions are documented and new ones added to Autotask knowledgebase for future reference.

“My staff has so much more time. Our customers are happy because their issues are attended at the earliest. I am certainly pleased with the service. They are extremely easy to work with.”

Justin  
Technical Director  
Fertile tech

5. All tickets pass through ITimpulses' stringent quality control. A thorough quality check is performed by the NOC manager at Fertile tech before archiving the tickets.
6. Daily Meetings between On-site team and remote engineers is held at 8:00 am EST to discuss course of action and share feedback. Weekly meetings are held with the NOC manager from fertile tech and Account manager from ITimpulse to discuss tickets and share feedback.

## Results

1. Fertile Tech's now runs 24\*7 and response time has been phenomenal on all tickets. Even the tickets that are logged later in day are resolved before next day. Justin now knows that his helpdesk is running when his team is away.
2. NOC helps Fertile tech reduce their the load on their helpdesk. Onsite engineers are now able to attend only on-site calls and understand client network in a better way.
3. Fertile tech has reduced operation costs, maintained SLA and received higher output from on-site engineers
4. With the support of the NOC Fertile tech is now able to target bigger customers and do not have to think twice before taking on a new customer.
5. ITimpulse has been able to meet SLA on all tickets for 6 continuous months.

For further inquiries and information please feel free to contact us at:

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