



# ConnectWise Case Study

## IT Solution Provider

### London-based IT Services Provider Improves Response Times by 64% with ConnectWise PSA, ConnectWise, LabTech, and Quosal

**Company:**

Netstar UK, Ltd.

**Services Offered:**

IT support and services, including network security and monitoring, proactive systems maintenance, VOIP and connectivity, help desk, backup and disaster recovery.

**Year Founded:**

2002

**Employees:**

25

**Website:**

[www.Netstar.co.uk](http://www.Netstar.co.uk)

**Address:**

81 Oxford Street, London, W1D 2EU

**Challenge:**

To accommodate rapid growth, London-based Netstar needed to effectively manage every aspect of its IT services business using an integrated suite of highly scalable management applications.

**Solution:**

ConnectWise PSA, Quosal, and LabTech RMM

**Results:**

Netstar reduced response times to customer issues by 64%, noticed a 70% improvement in the speed of getting clients to approve quotes, and reduced the time spent on each PC under management by 27%.

London-based Netstar provides IT support and services tailored to the individual needs of clients across diverse industries. The team at Netstar has built a technical infrastructure and internal workflows to help clients eliminate IT issues before they cause expensive downtime. A critical part of that infrastructure is an integrated suite of solutions—ConnectWise PSA, LabTech, and Quosal—that provides a central platform to manage all business operations.

“In our first five to six years of work, we doubled in size every year,” recalls managing director Mit Patel. “We were also doubling in size in terms of the time required to provide clients with services. We had to really struggle.” In response to the challenges that come with rapid business growth, Patel decided to find integrated systems that would enable him to better manage his business and improve efficiency. He selected ConnectWise PSA for professional services automation, and then added Quosal for creating sales quotes and proposals and LabTech for remote monitoring and management (RMM).

### ConnectWise PSA Helps Netstar Reduce Customer Response Times by 64%

Patel implemented ConnectWise first, because it would serve as the central hub of his business. Designed exclusively for the IT Channel, ConnectWise is the leading business management solution for IT service providers, who rely on it to streamline business operations and achieve greater accountability, efficiency, and profitability.

Prior to ConnectWise, the Netstar team used a “really simple ticketing system” and it worked fine when the company was starting out, but was no match for the rapid growth Netstar soon experienced. “We couldn’t find any software that was written specifically for our industry and able to capture every aspect of what we do—sales, projects, finance, and all the rest,” says Patel. “We use every part of ConnectWise.”



*“ConnectWise is the scaffolding that holds an IT business together . . . if you want to grow as a business, you need to have the scaffolding so you can grow, and these three products will give you that scaffolding.”*

“We wanted scalability—we didn’t have any before ConnectWise,” he continues. “We didn’t know what our engineers were doing. We didn’t really know if we were hitting our SLAs (service level agreements). When we first started this whole process, our customer response times were at four hours.” Today, Netstar’s “10 minute SLA”—a guarantee that an engineer will begin working on an issue affecting two or more users within ten minutes—is a competitive differentiator Patel uses to create a winning value proposition for prospective clients.

Patel has noticed a positive impact on revenue. “The sales aspect of ConnectWise has made a huge difference in increasing our revenue figures. When something like a warranty expires, we have workflow to remind us to reach out to the client before there’s a problem.”

ConnectWise helped the Netstar team increase efficiency and productivity. Patel acknowledges that “it would have cost me a lot more in efficiency of people and labor if I didn’t have ConnectWise, and that’s why I have it. It provides savings throughout every department: sales, service, operations, and finance.”

## **LabTech Helps Reduce Average Time Spent Per PC by 27%**

Remote monitoring and management (RMM) tools were always part of the way Netstar supported clients, but the robust capabilities of LabTech and its tight integration with ConnectWise made it the best fit. LabTech is the only solution designed from the perspective of system engineers and features a proprietary scripting engine that makes it possible to automate any IT process or task.

“Every single machine has a LabTech monitor on it or we don’t support it,” states Patel. “One of the biggest benefits of LabTech performing weekly maintenance, patching, updates, and all the rest is that it reduces the amount of time you spend fixing issues, because you’re doing it proactively.”

Patel measures efficiency by calculating “average minutes per PC.” Every month, he uses information collected in LabTech and passed on to ConnectWise to determine the total time his team spends supporting the 3,500-plus machines under management. Then he calculates an average. “Our average time spent on each PC has reduced by about 27%,” he shares. “Now, we can help our customers by spending more time on strategy and overall account management.”

The integration between LabTech and ConnectWise enables Netstar engineers to monitor how many issues are caused by any individual piece of hardware. “On a monthly basis, we can approach our clients and say, ‘Something’s wrong; we’re spending far too much time on this PC. Let’s just get a new one.’”

LabTech transfers complete details about every scripted action taken on a machine, and Netstar includes these services on client billing reports to demonstrate extra value. “We only put in a nominal amount of time, but the client gets a perceived value. If they didn’t have us providing this service, they wouldn’t have these things done on their systems. We call it a ‘PC user experience enhancement,’” explains Patel.

*"Integration just helps with everything . . . All of these solutions have grown with my business."*

## **Quosal Speeds the Process for Quote Preparation and Client Approval by as Much as 70%**

The final solution chosen by Patel was Quosal, an all-in-one platform for quote and proposal preparation, delivery, and management. It can produce high quality, accurate quotes and proposals rapidly, and allows Netstar's clients to view quotes online, digitally sign, and pay. "What we really love about Quosal is the ability to get our clients to sign off on quotes much more quickly. Before Quosal, we had to fax quotes back and forth. That process took forever—I would say it's 70% faster with Quosal. It's less hassle for clients as well."

Because it is integrated with ConnectWise, Patel can access all customer information from inside Quosal. "One thing that's helped us in Quosal is the ability to make templates, so we can react very, very quickly to someone asking for a quote. If you were a customer of mine, I could send you a quote for a PC with Office and a monitor, plus my charge to install it and deliver it in about 60 seconds."

Likewise, all of the details about an accepted proposal flow from Quosal to ConnectWise. "It helps with billing and procurement. Integration just helps with everything," notes Patel. "We can have the products on the service ticket so the guys know what they're doing. It helps with sales because we know the margins. It helps in finance because when they produce an invoice, it has the right product codes, price, and quantity. There's no double entry."

## **"The Scaffolding to Grow Your Business"**

Patel believes the biggest benefit of ConnectWise, LabTech, and Quosal comes from using them together. "I think one of the biggest pain points for many IT services companies is having multiple systems—separate tools for sales, purchasing, project management, and the help desk. When you have separate tools, you risk a lot of human error. All of these solutions have grown with my business. We've gone from six or seven users in 2009 to 25 today."

"ConnectWise is the scaffolding that holds an IT business together! It definitely changes the way you run your business and makes it a lot more scalable. And by scalable I mean that if you want to grow as a business, you need to have the scaffolding underneath you to build on. These three products will give you that scaffolding."