

TWIN SYSTEMS SHOWS BENEFITS OF 'GOING THE EXTRA MILE'



ABOUT TWIN SYSTEMS PLC

Twin Systems plc is a dedicated outsourced information technology management solution provider, specializing in the support of midsize organizations. The evolution of Twin Systems' service offering has aligned with the advancement of technology intricacy and increasing reliance of clients upon complete technology outsourcing.

Location: St. Albans, Hertfordshire, U.K.

Website: www.twinsystems.com

Challenges:

Growing the market for managed services among midsize companies in the U.K.

Solution:

Teaming with N-able to grow Twin Systems' managed services practice and consulting with other N-able partners on sales strategies to expand the market opportunity.

Benefits:

- 25 per cent growth per year over the last three years, with about 2,000 nodes now under management
- About 75 per cent of revenues come from fixed-fee managed services engagements
- Named co-winner of N-able's 2009 Top Contributor Award for going the extra mile to assist fellow N-able partners.

Long before Twin Systems plc engages a new client, its executives and engineers huddle with the customer to craft a detailed framework describing the optimum performance of the client's network and Twin Systems' suggestions on how to achieve it.

"We deliver managed services based on an outcome," says Steve Songaila, Twin Systems' CEO, who in 1990 founded the IT management company based in St. Albans, U.K. "We want to do the job right and we work on our engagement model to ensure we're asking the right questions up front."

This blueprint is Twin Systems' best practice process. "Before we ever start working with a client, we make recommendations on how their network needs to operate. The process takes about four weeks and is a real value-add to clients," Songaila says.

"We believe in transparency. Our vision is to ensure that everyone understands what we're doing, no matter where they are in the business."

PARTNERING WITH N-ABLE IS KEY TO SUCCESS

According to Songaila, another of their client services differentiators stems from its growing relationship with N-able Technologies®, the global leader in remote monitoring and management (RMM) software used by managed service providers (MSPs).

Songaila's company uses N-able's #1-rated N-central® RMM platform to deliver managed services, and N-compass™ software to produce reports that demonstrate the performance of network infrastructure under Twin Systems' management.

"N-able's technology and methodologies are at the center of our managed services business," he says. "We use N-central as our core managed services platform and rely on N-compass for our client services reporting."

Songaila also credits N-able's extensive partner support with helping Twin Systems to transition to a fixed-fee model and grow more than 25 per cent per year for the last three years.

"Going to more managed services doubled our profitability," says Songaila who reports that about 75 per cent of Twin Systems' revenues now come from managed services. "With the help of N-able, we've successfully automated tasks that we did manually before, and have extended our services options."

"Our growth reflects the support and value we get from N-able."

– Steve Songaila, CEO, Twin Systems

COMMITTED TO THE MANAGED SERVICES MODEL

Since teaming with N-able, Songaila has become a managed services evangelist of sorts, speaking at industry events and consulting with other N-able partners. His goal is to build a stronger partner community and help other N-able MSP partners establish successful managed services practices.

"We believe in the theory of abundance, not scarcity," Songaila says, explaining that the stronger the market, the more opportunity exists for all partners to be successful.

"Only 19 per cent of midsize companies in the U.K. have anywhere near managed services, so there is a lot of opportunity out there," he says.

In recognition of Twin Systems' efforts and enthusiasm, the thriving MSP was named a co-winner of N-able's 2009 Top Contributor Award for helping to foster a strong partner community. Songaila says that Twin Systems' willingness to "go the extra mile" is an expression of its commitment to a fixed-fee model.

"We believe that if you're operating in a true fixed-fee environment, you have to be prepared to go the distance," he says. "You have to make the partnership decision to bear any extra costs, if necessary. If there's something that needs doing, we resolve it without regard to the contract."

As such, Twin Systems offers customers three options for engagement based on the capabilities of the client's internal IT department. Its three managed services programs are called **Essential**, designed to provide support for critical systems alongside a small or medium-sized internal IT team; **Assist**, a more comprehensive program aimed at midsize businesses; and **Total**, a business technology outsourcing program applicable to larger customers.

The company focuses its efforts on vertical markets such as human resource agencies, retail and financial.

It currently has 2,000 nodes, including desktops, PCs and other devices under management and expects that figure to double this year.

"Our growth reflects the support and value we get from N-able," Songaila says.



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