

MSP drives efficiencies, upsells services with Managed Workplace



Headquartered in Nashville, Crosslin Technologies LLC is a fast-growing managed services provider (MSP) that serves a wide range of small and medium sized businesses. As an independent business, Crosslin Technologies started its MSP business in 2014. Director of Information Technology Steve Moore shares, “We built the business from the ground up, as an MSP focused on security. Our team brings an extensive background in managed IT and security. We are veteran owned and most of our technical staff are also veterans. Our military backgrounds provide a level of discipline, professionalism, and courtesy that enables us to offer a great customer experience, with a continued focus on building a strong business.”

Need for robust endpoint and network protection

Two of Crosslin’s top challenges are continuing to build the business and staying ahead of threats to ensure clients are protected. “We have designed a core set of layered security services to help ensure every client has comprehensive protection. We also help clients put security standards in place to meet specific industry regulations and help them pass these required audits,” says Steve. **“All of this requires the tools and processes to respond proactively, manage our time, and continually protect endpoints and networks.”**

Managed Workplace brings a user-friendly interface

When Steve joined Crosslin Technologies, the team put a selection process in place to find the best remote monitoring and management (RMM) solution. Steve had previously used N-Able (now SolarWinds) and Labtech (now ConnectWise Automate) and says, “We chose Managed Workplace because we believed it was a better product and more user-friendly. The other RMMs also required a lot of administrative time to set up.”

Profile

- Website: www.crosslintechnologies.com
- Location: Nashville, TN
- Number of employees: 18
- Specializations: Managed IT and security services

Challenge

Crosslin Technologies required a solution that could deliver strong endpoint protection and network management services to build their business and reduce staff workload.

Solution

Crosslin chose Managed Workplace RMM for its:

- User-friendly nature and easy set-up
- Automation capabilities and monitoring policies
- Alert Viewer, which helps technicians view alerts in a new window. The new window can be set upon a monitor for easier viewing.

Results

Using Managed Workplace’s capabilities, Crosslin Technologies has:

- Increased overall efficiencies by 20 percent
- Eliminated the need to hire more staff
- Created additional upsell opportunities using data derived from Managed Workplace

“Using Managed Workplace, we can set up and schedule policies that automate our work. For example, we have monitoring policies set up on firewalls and network devices to let us know if a site is not communicating or if the Internet went down. We can also set up an automation policy that will find any new PC or server and report back any issue. If the PC or server is new on the network and doesn’t have a management agent installed, Managed Workplace will automatically install that agent and will do this on a daily basis. **This is a real time saver as it eliminates any manual work required to check for new devices on the network and install agents.**”

Managed Workplace also includes an Alert Viewer feature that enables users to open and customize alerts in a separate window. “We really like the Alert Viewer. I have not seen this in any other RMM solutions. I can display all of my alerts in different colors on a 55” TV and get a good view of everything that is going on.”

“Time management is critical in our business and our technicians must be able to use our RMM with minimal training. Managed Workplace is very easy to use and has the right capabilities and functionality. This has enabled us to improve efficiencies, add new services, and continue to protect our clients’ devices and networks.”

Managed Workplace increases efficiency and upsell opportunities for MSP

Using Managed Workplace, Steve and his team have improved overall efficiencies by 20 percent through automated processes that have reduced technician time. This has also given the team time to work on other things and eliminated the need to hire additional staff.

He shares, “**In addition to the efficiencies gained, we have also created upsell opportunities**, like our equipment lifecycle and replacement program. For example, Managed Workplace provides data such as the warranty end date on a device or server. We can look at RAM, CPU, hard drive, OS install date – and compare any of this with the number of support tickets and run a report. We can then develop a replacement recommendation for clients and provide an equipment lifecycle management service.”

Learn more about Managed Workplace RMM

barracudamsp.com/rmm



About Barracuda MSP

As the MSP-dedicated business unit of Barracuda Networks, Barracuda MSP enables IT managed service providers to offer multi-layered security and data protection services to their customers through our award-winning products and purpose-built MSP management platforms. Barracuda MSP's partners-first approach focuses on providing enablement resources, channel expertise, and robust, scalable MSP solutions designed around the way managed service providers create solutions and do business. Visit barracudamsp.com for additional information. [@BarracudaMSP](https://twitter.com/BarracudaMSP) | [LinkedIn: BarracudaMSP](https://www.linkedin.com/company/BarracudaMSP) | blog.barracudamsp.com

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