

Range Companies Builds New MSP Practice with Managed Workplace RMM



Range and its affiliates provide voice and high-speed Internet services to 12,500 broadband customers and 33 exchanges in southeastern Montana and in various exchanges throughout Wyoming. The Forsyth, Montana-based company was established to provide telephone service to rural areas that the existing Mountain Bell utility could not serve effectively. In October 2017, Range launched its managed services provider (MSP) business focused on security, network, and firewall management.

Paul Rainey, who joined the company in 2016 as IT Network/Systems Technician, was asked to lead the new MSP venture as the MSP Manager. Prior to joining Range, Paul owned and operated an MSP business. Even with that experience, this venture presents a challenge, as there are revenue goals to meet and customers to retain. He spent the first 30 days putting the pieces together to deliver a ticketing system, document storage, disaster recovery, network security management, and more. Now, he's focused on adding more customers.

Working with Customers to Understand their Business

Paul's immediate focus was to put the right technology and services in place to build a strong and loyal client base. He says, "The challenge is understanding that this isn't a rush to the finish line. You have to take a customer on a journey to build value. **For our new MSP business, that journey includes working closely with customers to help them understand their network, the deficiencies they may have, the gaps they need to fill to protect their business, and their immediate and long-term priorities.** This isn't an overnight process."

Profile

- Year founded: 1953
- Number of employees: 153
- Website: www.rangeweb.net
- Specializes in: Voice and high-speed Internet services

Challenge

The MSP needed to build managed services practice from the start, as well as establish a client base.

Solution

Managed Workplace RMM provided AV, content, email and spam filtering, single sign-on, monitoring, and reporting in a single solution

The security assessment generates reports and serves as a great pre-sales tool to win prospects and upsell services with existing customers

Results

- Signed four new clients in less than two months using Managed Workplace's security assessment and monitoring capabilities
- Scaled operations from zero to 800 devices in the first sixty days
- Dramatically lowers the time it takes to close new deals while building value quickly

Managed Workplace Provides the Total Package

After evaluating different remote monitoring and management (RMM) solutions on the market for his own MSP business, Paul turned to Managed Workplace once again for Range's MSP venture. Paul explains, "Managed Workplace is a complete RMM product that ties everything together for me; AV, content, email and spam filtering, single sign-on, monitoring, and reporting.

Now I have access to a one-stop solution for each customer and a powerful tool to ultimately build value with customers.

With that value, I can upsell and price services effectively."

"When you're working with a customer and relying on the customer to give you all the detail of their network, you have to play detective and hope that you're able to see everything on the network. **Managed Workplace gives me the best insight into a customer's site. I can ask informed questions and demonstrate my value right away.** This is fantastic to be able to offer."

Paul is also using Managed Workplace's security assessment.

"Using the security assessment, I can now generate a report to show customers what I see and provide a security score. The security assessment is a great pre-sales tool to help win customers as well as upsell services with existing customers."

"Managed Workplace enables me to be a true partner to my clients and help my customers make decisions that are right for their business. I can confidently provide accurate information about their network."

Managed Workplace Transforms the MSP Business in Every Aspect

Using Managed Workplace, Paul has already signed four new customers in his first 60 days. In addition to a great tool for driving new business, Paul explains that the solution enables him to play a trusted role with his customers.

"We are using Managed Workplace to build a whole new business. It enables me to make sure customers are taken care of and that they understand what they have and what they need. It's all about taking customers on a journey and building value — and this drives revenue and retention."

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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