



SMART STORIES

EnCompass Iowa Hits 100 Managed Services Clients and Counting

COMPANY NAME and WEBSITE :

EnCompass Iowa, LLC
encompassiowa.net

MARKET SEGMENT:

Small to mid-market businesses.

CHALLENGE or OPPORTUNITY:

EnCompass Iowa wanted to transition from a traditional break/fix services model to a proactive, managed service practice.

SOLUTION:

Engaged Ingram Micro Seismic to establish and grow their managed services business.

RESULTS/BENEFITS:

EnCompass Iowa sold and implemented managed services to more than 100 clients in two years.

A little less than two years ago, the management team at EnCompass Iowa made a major shift in their business model; they transitioned from a pure break/fix reseller model to a managed services-focused organization.

To get the ball moving, EnCompass Iowa researched service offerings and suppliers, a process that can be daunting and time-consuming for a prospective managed service provider (MSP).

Yet for EnCompass Iowa, the decision to turn to long-time distribution partner Ingram Micro, and its Seismic portfolio was easy. "We've been partners with Ingram Micro for many years and went directly to them when ramping up our managed services, based on our history of partnering success," says Scott Crosby, General Manager of EnCompass Iowa. The Ingram Micro Seismic portfolio offers MSPs more than a dozen individual managed service offerings, which can be quickly and easily deployed.

EnCompass Iowa kicked off their managed services implementations with Seismic Remote Monitoring and Management, and subsequently added Online Backup and Restore, Instant Recovery On Demand, E-mail Defense, Message Archiving and Web Defense, Hosted Exchange, Instant Recovery on Demand and Print Monitoring and Management. To ensure success, EnCompass Iowa's employees received education on the technologies, as well as managed services-specific sales and implementation strategies, from a variety of Ingram Micro resources and programs, including the annual Seismic user conference.

While the transition didn't happen overnight, EnCompass Iowa has successfully deployed managed services offerings (and built a significant recurring revenue stream) with more than 100 clients with the assistance of Ingram Micro Seismic. In just the first twelve months, the fast growth MSP implemented 50 remote monitoring and management licenses - a formidable accomplishment for any managed services provider.

"The Ingram Micro Seismic portfolio gave us the infrastructure, support and resources we needed to build our managed services business and continues to help us expand our managed services business profitably," adds Crosby.

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- Scott Crosby, General Manager of EnCompass Iowa

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