Kaseya Case Study

Kaseya Enables Think Concepts to Double Staff Productivity and Multiply its Client Base

Think Concepts Multiplies its Client Base with Help of Kaseya

Seeking an innovative vendor to help its business to grow in new areas and to streamline its service delivery, Think Concepts partnered with Kaseya in 2010. Since then, the company reports that it has more than doubled the productivity of its staff, while significantly multiplying its client base.

"With Kaseya's technology in place, Think Concepts has successfully transitioned its offering, enabling us to position and market ourselves as a premium IT services company, and this has been well received by the New Zealand market," said Sam Clift, Technical Analyst, Think Concepts.

"Using Kaseya is like having a one-stop-shop for all our IT management systems needs. In one click, we can move from an anti-virus status update at one client site to a remote control session inside a problem computer that is onsite at another client. From an operational perspective, the amount of time saved is the biggest advantage to our business."

Kaseya simplifies complex operations

Think Concepts has an envious track record within the New Zealand pharmaceutical sector, now being responsible for managing the IT requirements of more than 700 pharmacies – equating to almost 75 per cent of the national market.

This sector has many unique requirements including sophisticated IT solutions for Electronic Claiming. There also exists a mandate that every computer connected to the New Zealand Health Network is protected by high-end security, such as anti-virus and endpoint protection.

When it was established, Think Concepts answered the needs of the sector through various IT platforms that together, loosely offered a complete solution for clients. As a result, the technicians at Think Concepts were required to navigate through several IT touchpoints and interfaces throughout the day to answer to different customer needs.

Sam Clift described this approach as unproductive and lacking ease-of-use for the team, but nonetheless delivered results to clients.

"We didn't have anything centralised, which made our customer engagement strenuous. It took a significant amount of time to train new staff, as our use of various support programs made daily business processes very complex. There were just too many different methods in place and we were lacking one location to do it all," he said.

Not only was the manual, sporadic approach to addressing IT issues laborious, requiring multiple on-site visits by technicians in a single week, it also gave limited financial return.

"The company could only gain additional revenue from customers when a network required fixing, and we had to wait on our clients to tell us when there was a problem. This model lacked efficiency, was a strain on productivity, and most importantly, did not foster proactive customer service. Overall, a layering of issues built frustration among our technicians, and we realised we had to evolve our service offering and start with something new," continued Clift.

Think Concepts required a centralised network and IT systems management platform that was simple for employees to readily adopt, met the needs of the pharmaceutical industry, and provided automation that minimised manual tasks.

ThinkConcepts TC

Company Profile

Think Concepts is an Information Technology and Communication provider, which delivers high-end IT services throughout the North Island of New Zealand. Founded in 2002, it has 22 staff based across its Auckland and Wellington offices.

Think Concepts delivers complete IT, telecommunication, EFTPOS and Internet solutions, to more than 700 pharmacies in New Zealand, as well as a range of other sectors.

www.thinking.co.nz

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Sam Clift
Technical Analyst,
Think Concepts

Kaseya

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Kaseya revitalizes team and service offering

After a detailed scoping of IT systems management software solutions that featured automation capabilities, Think Concepts selected Kaseya as the best fit for its business.

On a test and adopt basis, the business conducted a gradual implementation of various Kaseya modules. Soon, the company viewed Kaseya as an inherent and core part of the business.

"We started using Kaseya initially as an optional add-on, and almost instantly, we realised just how much easier it was to resolve and anticipate technical issues on our client sites with Kaseya. It was exciting to revitalise the business and motivate our team by injecting something fresh, and it immediately added value to our customers," said Clift.

"Introducing Kaseya to our systems management offering was a smooth process. We then rolled it out as part of us – the software is quite literally engrained in everything we do," continued Clift.

Unearthing above and beyond customer service

Three years since first implementing Kaseya, Think Concepts utilises an expansive list of modules including, Remote Control, Patch Management, Antivirus, Disaster Recovery, as well as Audit and Inventory.

The Kaseya solution has significantly improved productivity, and more importantly, Think Concepts now delivers a broader range of services to clients, based on Kaseya, leading to new revenue streams.

"We're now equipped to conduct proactive reporting – we know when a hard drive is on the demise and can act before an issue bubbles to the surface; we know when anti-virus software needs to be updated to a network and we can act on this remotely," said Clift.

"It's greatly boosted our customer service. Our customers ultimately get the best return on investment with significantly less fees for laborious manual tasks. Clients love that we approach them before things become a problem – it's being able to deliver this level of service that's a major plus and led to us," continued Clift.

Unichems Guys Pharmacy was one of Think Concept's first customers in the pharmaceutical space. Unichem Guys caters to the local community of Papakura in Auckland.

Unichem Guys' owner Tony Easteal has managed the retail pharmacy for the past twenty years, and made the switch to Think Concepts when staff needed to work remotely and when the company offset its online business.

"There was a stage when we had various pharmacy managers needing to work remotely from home. For instance, an integral female staff member had a young baby and requested working from home. Think Concepts enabled this as an option, allowing her to file prescriptions for the shopfloor, from her home desktop," said Easteal.

"Adding to this, Think Concepts has been with us as we've grown, completely supporting our entire online business, which caters to approximately 10,000 members," continued Easteal.

The pharmacy churns at least 600 prescription scripts per day, and the technical team at Think Concepts oversees the company's day-to-day IT needs.

"Previously we were working with IT companies that didn't respond quickly to problems. In a pharmacy, when a computer goes down you have major problems – the shop stops, the dispensary stops. Think Concepts manages the bones of our complete retail pharmacy management software which holds a backlog of each customer's prescription history. They also run our stock monitoring, ordering, label printing, auditing and dispensary systems."

"Think Concepts understands the pharmacy system - we hardly have to explain the issue and it's resolved," said Easteal.

Business Challenge:

Think Concepts required a centralised IT network that was simple for employees to readily adopt, and which provided automation to minimise manual tasks. Previously, the business's 'Break-Fix' approach fuelled gaps in its customer service, and limited financial return for the company.

Solution:

With established and significant market penetration in the pharmaceutical sector, Think Concepts had to remain a leading Mobile Service Provider among a growing range of competition. By switching from multiple IT solutions to Kaseya, the business experienced a number of benefits. Most notably, since deploying Kaseya, the company has close to tripled its customer base, from 1,250 to more than 3,000 endpoints.

Key Benefits:

- Close to tripling its customer base, from 1,250 to more than 3,000 endpoints.
- Increased productivity by enhancing the number of machines a single technician can manage.
- Provided a simple-to-use, centralised IT network.
- Expanded opportunities for financial return, enabling capital gain for preventative IT services.
- Minimised the amount of on-site visits by technicians through automation features, enhancing each clients' return on investment.
- Deepened technical understanding and knowledge of the IT needs for pharmacy retailers.

"Soon, the company viewed Kaseya as an inherent and core part of the business."

Sam Clift
Technical Analyst,
Think Concepts

Kaseya

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Kaseya Automation Allowed Think Concepts to Double its Client Base

Before Kaseya, Think Concepts managed up to 1,250 endpoints between eight engineers. Now, its client base has doubled to up to 3,000 endpoints, with a total of thirteen technicians today, each managing an increased workload, drastically increasing the number of machines a single technician can manage.

Since deploying Kaseya, the business has not only expanded its footprint within the niche pharmacy market, but has also expanded into the Services and Accounting sectors across the country.

"It's safe to say, the growth of our business is a result of the Kaseya technology we utilise. Our ability to automate has diminished the exhaustive hours once dedicated to manual labour, previously hampering the growth of the business," said Clift.

"Kaseya is one of those products that you continue to be surprised by – we will continue to use many more features and look forward to seeing what comes next," said Clift.

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About Kaseya

Kaseya is the leading provider of cloud-based IT management software. Kaseya solutions allow Managed Service Providers (MSPs) and IT organizations to efficiently manage IT in order to drive IT service and business success. Offered as both an industry-leading cloud solution and on-premise software, Kaseya solutions empower MSPs and mid-sized enterprises to command all of IT centrally, manage remote and distributed environments with ease, and automate across IT management functions. Kaseya solutions are in use by more than 10,000 customers worldwide in a wide variety of industries, including retail, manufacturing, healthcare, education, government, media, technology, finance, and more. Kaseya is privately held with a presence in over 20 countries. To learn more, please visit **www.kaseya.com**

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