

LEVEL PLATFORMS

Managed Workplace® v6.0

Increase Project and Product Sales



Executive Summary

Successful sales opportunities are built on the needs of your customer base, the skills of your staff and the use of the right technology to meet those needs. Manage Workplace helps solution providers identify opportunities to increase sales of existing products and services within your entire customer base. This can be achieved without selling Managed Services to your customers. However it does depend on MW being deployed at your customer site.

Routinely finding new opportunities for existing services and projects can be challenging. This is not because customers do not need projects to improve their environment, or additional IT services, nor is it typically due to the lack of technical knowledge within your provider's staff. The gap is due to lack of information needed to find the opportunities that are present and waiting to be discovered. Solution providers need the right tools to detect and identify which new projects and services are most appropriate along with the capability to measure and establish the case for these new revenue-generating opportunities.

Managed Workplace is designed to close this gap. Many solution providers, as evidenced in the case study in the Appendix, who have deployed Managed Workplace across their entire customer base, have generated double- to triple-digit revenue growth by using Managed Workplace to up-sell additional product projects and services. This is a growth of sales of existing services already being sold by those solution providers before they employed Managed Workplace.

This white paper presents an overview the most common ways that Managed Workplace can be used by a solution provider to generate incremental sales opportunities. This is an overview since most opportunities are highly situational and will vary from customer to customer based on their needs. Nonetheless, you will find that although Managed Workplace will help you find incremental opportunities within all your customers, they will not necessarily be the same opportunity for all customers – the same opportunity can be repeated across several of your customers but not all because each of your customers needs vary.

As a Trusted Advisor, your status with your customers is enhanced from leveraging Managed Workplace to present them with the most effective new opportunities for their unique circumstances. Managed Workplace can help you increase the opportunities for the other services that you already sell.

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1.0 The Value-Driven Advisor

1.1 Information-Driven Recommendations

Market research reveals that small to midsize business (SMB) owners want their solution provider to be more than just a service provider, but also as a Trusted Advisor¹. Information technology changes rapidly, can be confusing, and is expensive so small business owners need to have someone they can trust and rely on to guide them. Any solution provider that obtains this status creates a strong competitive advantage.

Your customers want to work with a Trusted Advisor who they can trust to get the most from their spending on IT in a win-win relationship. A solid understanding of your customer's IT environment is mandatory if you are to be successful as a Trusted Advisor.

To enhance your status as a Trusted Advisor you must have, and be able to share with your customers, accurate and current information so that they can jointly participate with you in making informed financial decisions. Through the organized collection and systematic use of this data a solution provider is able to understand and identify customer needs, effectively determine product offerings, when to offer it and at a price that fairly reflects the value created.

Identifying what projects or services to offer is only part of the puzzle. Successfully selling incremental services and projects is based on recognizing that your customers will only buy what they think they want. Successful solution providers acknowledge this and carefully position incremental opportunities by first establishing and modifying their customers' view of their needs first.

1.2 The Managed Workplace Advantage

Managed Workplace provides you with an unprecedented level of visibility into your customers IT environment that is unparalleled in the industry.

Using Managed Workplace you can remotely gather gigabytes of asset, performance and fault information for systems, network devices, software, and network services. Through the use of dashboards, without leaving your office, you can drill down into this data to understand your customer's current situation in-depth and identify opportunities. This capability is further enhanced through the use of predefined reports. These reports automate the process of asset and performance information gathering. You can also establish pre-failure threshold monitors so that you can be alerted to dangerous conditions before your customer's systems fail.

These capabilities provide you with an advantage in presenting to your customer highly relevant project opportunities to avoid imminent problems, instead of relying on post-failure break/fix services to drive your revenue based on your customer's misfortune. Using advanced reports from Managed Workplace you can present the requisite information needed to underpin the rationale for new opportunities to your customers giving you a further advantage in being able to more successfully close these sales opportunities.

Over time, your customers trust in you will grow and you will need to present less and less supporting information to justify your proposals. Your sales cycle time will be shortened because you will have demonstrated to them that your recommendations are based on having an immense amount of information at your fingertips.

¹ "... SMBs value superior service and support far above any other attribute when evaluating technology and IT providers; they would rather engage in new services with IT and solution providers they already trust than seek out a brand-new provider." Channel Advisor, Tiffani Bova, Gartner research director, *Home- in on Managed Services Opportunities*, Fall 2007, pg 41.

2.0 Opportunities To Increase Existing Services

2.1 Upgrade-Related Opportunities

Most solution providers offer application, system, or network upgrade project services to their customers. The challenge for identifying these opportunities is usually lack of visibility into the customer's existing asset inventory.

Managed Workplace provides a variety predefined and customizable reports that enable you to obtain an up-to-date, detailed, hardware or software asset inventory at both a site-summary and per-device level:



The screenshot shows a 'Site Hardware Summary' report with a table listing various hardware components and their counts. The table has columns for Component Name, Count, and other details. The components listed include various types of servers, desktops, monitors, and disk drives.

The **Site Hardware Summary Report** shows a count of each type of hardware component at a site. For example, the number of Windows 2003 servers, XP desktops, monitors, disk drives of various capacities, video cards, etc. This report is ideal for getting an overview of the diversity of equipment and components at a site.

The **Device Hardware Summary Report** shows the detailed hardware configuration of a specific computer system. This enables you to optimize upgrade costs based on a detailed understanding of which components could be re-used and which need to be replaced. Similarly, using the Device Asset Inventory Report you can review the hardware specs for a device to ensure that it meets the minimum configuration requirements you are considering for a new project.



The screenshot shows a 'Device Hardware Summary' report for a specific device. It provides a detailed list of hardware components such as Processor, Memory, Hard Disk, and Video Card, along with their specifications and status.



The **Windows Server Health Report** is another report that can be used to rapidly discover upgrade or tuning project opportunities. This report establishes a performance baseline that can be measured over time and identify any areas for improvement. For instance, you can instantly identify any issues with disk utilization.

The **Site Asset Baseline Report** identifies configurations that will require upgrades to meet pre-specified requirements since it allows you to report on all assets that do not meet specific upgrade criteria. For example, using the Site Asset Baseline Report with different selections, you can use it to detect all computers having less than 1 GB of RAM (required for Vista or SBS 2003 R2).



The screenshot shows a 'Site Asset Baseline' report. It is a table with multiple columns, including Asset Name, Configuration, and Status. The table lists various assets and their current configurations, highlighting those that do not meet the specified requirements.

Name	Version	Other Details
Microsoft Office Word 2003	10.0.4797.1033	...
Microsoft Office Excel 2003	10.0.4797.1033	...
Microsoft Office PowerPoint 2003	10.0.4797.1033	...
Microsoft Office Access 2003	10.0.4797.1033	...
Microsoft Office Outlook 2003	10.0.4797.1033	...
Microsoft Office Word 2007	12.0.6173.5501	...
Microsoft Office Excel 2007	12.0.6173.5501	...
Microsoft Office PowerPoint 2007	12.0.6173.5501	...
Microsoft Office Access 2007	12.0.6173.5501	...
Microsoft Office Outlook 2007	12.0.6173.5501	...

The **Site Software Inventory Report** identifies opportunities to upgrade older software configurations, for example desktops missing SP2 for XP or having a version of Office pre-dating 2003.

Using these reports significantly makes it easier to identify upgrade opportunities within your customer's environment.

These opportunities can be justified on the basis of reducing the total cost of IT. For instance, by identifying hardware that may be obsolete and needing to be replaced, the operating maintenance cost can be reduced along with savings in power and cooling costs. An opportunity to upgrade or replace old versions of software can reduce the hidden business cost of low-productivity by ensuring that everyone is using the same version. By eliminating incompatibilities between versions and standardizing a working environment can improve employee productivity and collaboration as well as decrease the complexity within the networks you manage and the likelihood for failure.

2.2 Lifecycle –Related Opportunities

Most solution providers offer existing project services to install new applications, systems, or network devices for customers. These projects vary greatly depending on the skills of the solution provider but some examples are installing new desktops, Windows servers, Small Business Server, accounting applications, VoIP phone systems, etc. Usually, these solution providers also offer a maintenance contract to service and support the devices and applications that they installed.

One of the common challenges faced by fast-growing solution providers is that the new systems that they install typically come with varying warranty time periods and it is easy to lose track of which systems are still on warranty and which should be under a maintenance contract.

Managed Workplace enables service providers to track warranty information on all devices through the device attributes fields. The Site Device Warranty Expiry Report helps solution providers forecast which devices need to be moved to a maintenance contract because their warranties are expiring. The solution provider can then propose an appropriate maintenance contract that can kick-in when the warranty expires.

Another challenge faced by mature solution providers is that they rarely go back to older accounts that they have previously done new install projects for to see if it is time to refurbish those systems. It is often easier to sell a new customer than to sift through old records to see what systems may be obsolete. However, if the solution provider is using Managed Workplace and routinely installs an Onsite Manager with every new project delivered, the Device Hardware Detail report can be used to identify devices that are no longer cost-effective to maintain due to their age. This can be used to identify new install projects that can be offered to customers to replace these systems with more modern solutions.

2.3 New Maintenance Opportunities

Not all customers acquire all new systems, applications and network devices through upgrade projects from the same solution provider. Even though the customer may have a preferred solution provider, they may obtain some systems through a different solution provider who specializes more on certain applications or system types (e.g.

- It gives them peace of mind of knowing that they have legal usage of all commercial software
- Provides them visibility into whether they are over-paying for unused licenses or whether they have a legal liability to acquire more licenses
- Identifies opportunities to move licenses to redistribute them to users that need them, thereby avoiding purchases of unnecessary licenses
- Provides them a more secure environment by ensuring that no unauthorized, or suspect software is in use

If this is an existing service that you offer, or if you want to offer this type of service to your customers, you can use the capabilities of Managed Workplace to identify unauthorized or unlicensed software installed on each Windows desktop or server. Using Managed Workplace it is easy to determine what applications are in use and what services are running on customer systems.

The first phase of a software audit project is to manually compile information regarding customer licenses purchased by the customer in the past and the second phase uses the installed software information gathered by Managed Workplace to compare actual usage of software versus licensed copies. The Site Software Inventory Report can be used to identify actual usage of software.²

In addition, some companies have corporate policies/restrictions on the software that users are allowed to download to their systems. Companies with such rules normally rely on voluntary compliance, but even voluntary compliance should be enforced on an annual or quarterly basis by a Software Audit to check for unauthorized software. If any unauthorized software is detected a follow-on project can be proposed to remove the software (note that removal of software can be done very cost-effectively using the remote access and/or scripting features in Managed Workplace).

² You can also use Manage Workplace in conjunction with Microsoft's Customer Software Asset Management Toolkit if you are already using SAM Toolkit with your larger customers. Since SAM is typically most effective when used in large sites, Managed Workplace provides an automated way of independently cross-checking the information gathered by SAM.

3.0 New Non-Managed Services Opportunities

3.1 Availability-Related Opportunities

Availability monitoring of devices is enabled by default whenever Managed Workplace is installed. By simply installing an Onsite Manager at a customer site and selecting the appropriate address ranges to monitor, you will obtain an ongoing view of the up/down status of all devices at a customer site. The visibility of which systems are up and down provides you with valuable insight into identifying potentially problematic systems for which you can investigate and propose remediation projects.

For those customers that depend on critical applications, network services, websites or systems, solution providers can propose a custom monitoring service, fully automated by Managed Workplace, which can alert you instantly of any loss of availability. Critical application monitoring opportunity is not limited to on-site systems and can include monitoring offsite websites such as E-commerce websites, off-site hosted email services or SaaS-type websites such as Salesforce.com.

This alerting opportunity complements your existing break/fix service offerings and can be positioned as either a higher level of SLA, or as an add-on upgrade to any existing break / fix service.

Managed Workplace has over 165 predefined templates for monitoring major applications and devices commonly used in SMBs that can be used to provide an immediate “snap-on” assessment of the vital signs of critical systems. These predefined templates were synthesized from both vendor and partner best practices and build on Managed Workplace’s ability to gather and alert on Windows event logs, custom logs, Syslogs, performance counters, SNMP Traps, etc.³

Templates enable you to enrich a custom monitoring opportunity beyond simple availability monitoring to include automatic detection of other critical pre-failure indications. This equips you to propose a high-value custom monitoring service for critical systems to those customers that depend on them.

3.2 Performance-Related Opportunities

Many solution providers have found that potentially problematic situations in a customer environment can be avoided by using Managed Workplace to alert them in advance of where a situation deteriorates to the point where their customers will be forced to upgrade or reconfigure to resolve the problem. By proactively proposing a preventative project to the customer the solution provider not only generates a new sales opportunity that improves the reliability of the customer’s operating environment, they also improve the predictability of IT costs for their customer. Since the customer is only presented with relevant and timely proposals, Trusted Advisor status is also further enhanced.

Using Managed Workplace solution providers can easily collect and trend performance counters to find performance bottlenecks or deteriorating conditions of interest on customer systems. For instance, it is easy to identify if the disk space or memory of a device is low on any system. Every performance counter that is monitored using Managed Workplace can also be reported on, or exported to other analysis tools such as Excel. Trend projections can be used to predict when something is going to be an issue in future. This information can be used to identify and plan performance-driven upgrade project proposals.

³ Using the template editor in Managed Workplace, solution providers that install and service highly specialized applications or devices can also develop their own proprietary templates.

Since it is unrealistic to expect your staff to know all the technical details of how to monitor the performance aspects of the vast variety of products that you may encounter in your customer base, the predefined Managed Workplace templates provide an easy way to extend the technical knowledge set of your staff. These templates detail a set of performance monitors synthesized from vendor recommendations and the best-practices used by over 1,000 partners managing over 165 IT products. By applying a template even on a temporary basis just to monitor a product for a few days, Managed Workplace can alert you to potential problems with that product.

Since increasingly SMBs are using the World-Wide Web as a critical part of their business, Managed Workplace Website Monitoring dashboard can be configured to monitor both the performance as well as the availability of any website. This console shows the availability, uptime, response time and success rates of web accesses to the website. Note that since any website can be monitored this opportunity is not limited to just your customer's website, you can monitor the website performance of your customer's competitors as well. If poor performance is indicated on your customer's websites, you can propose migration of the customer to a better ISP, or a higher service level offered by the same ISP. (Some ISPs use Manage Workplace to demonstrate their service level performance to their hosting clients.)

Remediation of any performance-related problems can be packaged into a remediation project opportunity. Your proposal to fix these issues can be enhanced by the detailed supporting information gathered by Managed Workplace. This in turn improves the win-rate for such proposals due to the depth of justification presented. Clearly, you do not need to sell Managed Services to your customer for you to benefit from monitoring their environment on your own.

3.3 Security Assurance Opportunities

For solution providers that do not currently provide security scanning services, Managed Workplace facilitates using Microsoft's Baseline Security Analyzer (MBSA) to automatically scan and detect common security vulnerabilities. MBSA reflects Microsoft's recommended practices for securing Windows networks and many solution providers find that this enhances the credibility of any security-related configuration recommendations that they make to their smaller customers. Running MBSA reports on a quarterly basis is a good way to identify remediation projects since most customers are concerned about online security and are willing to fund projects that promote their security.

For solution providers that use other security vulnerability analysis tools, Manage Workplace's remote access and custom log monitoring features can be used to facilitate their use. Some solution providers use the built-in support for MBSA as the basis for offering two tiers of security assurance: a low-cost MBSA-based service typically sold to smaller customers and a higher-priced, more sophisticated service with larger customers.

Managed Workplace can also be used to for other security assurance services such as monitoring the success and failure of backups, anti-virus and anti-spam scanning. While the assurance monitoring may be bundled into your existing services, the remediation project opportunities generated from knowing which systems are routinely missed during nightly back-ups or scans are incremental revenue opportunities.

If the customer is performing onsite backups themselves, or is paying someone else to do them, an opportunity also exists to sell a better online backup solution that you can manage remotely with Managed Workplace. Manage Workplace integrates with the widest range of 3rd party backup, anti-virus and anti-spam solutions in the industry, so that you are unrestricted in proposing the most appropriate solution for your customer's needs. This

can reduce your customer's ongoing backup costs, improve the protection of your customer's data and win you new business.

Similarly, by being able to use Manage Workplace to effectively and remotely monitor anti-virus and anti-spam solutions, including hosted protection services, you are well-positioned to win business based on restructuring and implementing a superior service to what your customer may have currently in place.

For those customers, such as financial or health services companies, who have regulatory compliance requirements that require tight security practices, solution providers can propose monthly or quarterly reviews of the Windows security event logs on all systems to enhance the effectiveness of other security monitoring that they may need to do. These log files contain information on system access violations and can be automatically gathered and monitored using Managed Workplace. Packaged as an incremental service offer, it can also be extended to include security monitoring of custom application logs if this is needed by your customer.

3.4 Preventative Maintenance Opportunities

Using Managed Workplace solution providers have a unique opportunity to differentiate and drive more sales of their existing break/fix services by offering add-on preventative maintenance services. Most customers don't want their systems to break and will pay for preventative maintenance if it is cost-effectively packaged.

Managed Workplace provides extensive and automated patching capabilities for Microsoft systems and application software. By leveraging these capabilities solution providers can propose a range of incremental preventative maintenance services that can be delivered cost-effectively on either an ongoing daily basis (as an incremental service) or on a repeatable, quarterly project:

- Security patches for all Microsoft system and application software
- System software patches and service packs for Windows 2000, 2003 and SBS servers, Virtual Server, Vista and XP desktops
- Software patches and service packs for critical infrastructure applications such as Microsoft Exchange 2000 / 2003 / 2007, Active Directory, ISA Server, SQL Server, Content Management Server, Windows Software Update Server, and Office Communications Server
- Software patches and service packs for productivity software including MS-Office Suite, SharePoint, Windows Live, and MS-Project
- Software patches for utility applications including Internet Explorer, Windows Defender, Silverlight, HealthVault, Forefront, Network Monitor, and Data Protection Manager
- Software patches for design software such as Visual Studio, Visio, and Expressions

Some solution providers are also using Managed Workplace as a basis for specialized preventative maintenance services such as:

- Print Managed Service by monitoring network printer duty cycles, ink levels and other health indicators.
- Firewall, Router and Switch Managed Service by monitoring key SNMP variables on those devices

- Environmental Systems Managed Services by monitoring power, temperature control and other environmental control devices via SNMP.

Managed Workplace remote access features can also be used to perform preventative maintenance service on desktops or servers. Managed Workplace also provides a scripting capability that can be used to automate recurring preventative actions to make your preventative service offer more affordable for your customers.

3.5 Micro-Project Opportunities

The scripting and remote access capabilities of Managed Workplace can be used to deliver a wide range of projects that may not otherwise be affordable for your customers. By reducing your cost in delivering these projects, your customers can afford to pay you to fix things that they would not otherwise agree to because of their cost. This unlocks a whole range of small micro-projects that can be cost-effectively scripted and performed remotely by less expensive technicians. Using a baseball analogy, these “single-base hits” can rapidly add up your incremental sales score!

For example solution providers can leverage Managed Workplace’s remote access capabilities to propose a series of low-cost tune-up micro-projects. For example, you could propose to tune-up a desktop per week and roll this micro-project across all the desktop PCs in the customer’s environment over the course of a year. Normally, such a small project would not justify the cost of a site visit since the working time is less than the travel time involved, but with Managed Workplace the economies of scope are changed since the project can be done in minutes without dispatching the technician to physically visit the site. From a customer perspective, spreading out the cost of the project over time eases the cash flow objection that would arise if the entire project were proposed based on a single site visit.

Since Managed Workplace supports both in-band remote access as well as out-of-band remote access based on Intel’s Advanced Management Technology (AMT), your customers may also be interested in upgrading their desktops to Intel® vPro™ compatible hardware in order to take better advantage of your rapid remediation services. For example, using Managed Workplace’s remote access capabilities you can leverage Intel® AMT to determine the cause of failure for a machine which will not boot. Your customers benefit from a greatly reduced time to recover when you arrive on site with the correct parts because you have already diagnosed the problem using Managed Workplace. Some solution providers have found that they can generate these upgrade opportunities by temporarily providing customers with Intel® vPro™ compatible systems so that they can demonstrate this capability in the context of a quarterly business review where the frequency of desktop outages is an issue.

4.0 How to Maximize Your Incremental Sales

4.1 Quarterly Business Reviews

Formalizing a quarterly business review to discuss the delivery of your existing services is a Best Practice for maximizing your incremental sales because:

1. It sets the expectation in your customers mind that you will be periodically reviewing with them the state of their IT environment and discussing with them opportunities that they may wish to consider to “get the most” from their spending on IT. This also positions you as a potential Trusted Advisor if you do not already attained that status with this customer.
2. It establishes a “non-sales call” setting for selling new opportunities. This helps break down a potential psychological barrier in the minds of many small business owners and places you on the inside of the defensive wall that they might typically erect to fend off sales pitches.
3. It enables you to build the case for new opportunities in a repeated, persistent and non-threatening way. For example, you can in one meeting present evidence that there is an issue building with certain configurations and obtain your customer’s agreement that you should investigate options for resolving them at the next meeting. In your next meeting you can present your findings and recommendations for new services or products to overcome these previously identified issues.
4. It provides you the opportunity to demonstrate the benefits realized from overcoming previously identified issues through “before and after” comparisons. This builds your credibility as a Trusted Advisor.
5. It provides a regular opportunity to review with your customer their satisfaction with your services and also affords them the forum to introduce potential new opportunities to you. For example, in reflecting on their high level of satisfaction with your rapid remediation services, a customer might ask if you could offer extended coverage to other systems that you may not yet be servicing.
6. It creates a recurring vehicle for you to gain further insight into your customers’ strategic business goals and current tactical issues. This insight is crucial for detecting new opportunities and to identify the best way to present these opportunities to your customers. For example, if your customer identifies that they need to improve cash flow and are concerned around rising electrical and cooling costs, you might identify replacement or consolidation opportunities for older power-hungry systems.
7. Presenting Managed Workplace reports to your customers on an ongoing basis also helps make their IT expenditure more predictable because they can be presented with information well in advance of having to spend the money to deal with issues. By showing them reports on the health of their environment you can establish the case for future improvement projects.
8. Using remote monitoring and management tools typically leaves no paper trail and consequently some customers might otherwise dispute your end-of-month billing for hours consumed by remote activities. However, Managed Workplace’s Remote Management History report helps you justify and prove the work done remotely, by identifying the time, date and how long it took the technicians to fix an issue remotely. The Executive Summary and Work Completed reports also show evidence of the faster alert turnaround times and ticket turnarounds that you obtain from using Managed Workplace. Since this will

help you contain any loss of revenue that would otherwise occur had you not used Managed Workplace with that customer, this reduces the pressure for revenue that you would otherwise have to replace via incremental sales of projects and services.

4.2 Deploy Onsite Managers to All Your Customers

Even if you have chosen not to sell (or are unsuccessful in selling) Managed Services to a customer, it is in your best interest to deploy Managed Workplace in those sites anyway. You do not have to provide or offer to your customer the results of using Managed Workplace as part of a service offering to offset the low-cost of deploying to those sites. The project revenue unlocked from even a single new project successfully up-sold to a customer will more than pay for deploying Managed Workplace to that customer.

In fact, since the pricing for Managed Workplace is volume sensitive based on the number of sites licensed, your overall cost per site can be considerably lower under a full deployment scenario. For example, suppose a solution provider has 120 customers with an average of 25 devices / site but currently has sold Managed Services to only 15 of them for a variety of reasons. Licensing only these 15 sites would cost \$60 per site per month, or \$900 per month⁴. However, a 100+ site license costs only \$25 per month. The solution provider can license 36 sites for the same \$900 cost and thus needs to justify only the remaining 84 sites (120 – 36) at \$25 each, or \$2,100 per month. If the solution provider's billable rate is \$100 per hour, a single incremental 12-hour micro-project per month will justify the cost of deploying Managed Workplace to all 120 customers.

Looking at it another way, an additional 12 hours of billable time anywhere with that base of 120 customers as a result of using Managed Workplace will cost-justify total deployment across the entire customer base. That is less than billing an extra 10 minutes per customer. That should be easily achieved by any solution provider given all the opportunities presented earlier in this white paper.

Using Managed Workplace to obtain valuable data about your customers' environment provides improves your ability to:

- Identify a wide variety of new sales opportunities for projects and services; improving your incremental sales revenue
- Personalize and present the case for these new opportunities more effectively; thereby improving your win rate on new projects and services
- Position and plan for future opportunities downstream; also improving your win rates
- Enhance your status as a Trusted Advisor with your customers; improving your competitive position.

⁴ These prices are based on the US price list for 2007.

Appendix I – Charlotte Tech Care Team



Discover How Managed Workplace Increases Revenue



"Managed Workplace has enabled us to drive new efficiencies within our business and maximize profitability with the addition of a predictable services revenue stream"

- Mark Crall, President Tech Care Team, Inc.

Partner Profile

Company: Tech Care Team Inc.

Location: Charlotte, NC

Years in Business: 5

Partner Since: 2006

Business Value

- New Service Revenue
- Increased Software & Hardware Sales
- Increased Profitability
- Increased Customer Retention

Partner Community Benefits

The Tech Care Team created a monitoring template for StorageCraft products to ensure proper backup and disaster recovery procedures for its customers.



Business Challenge

In late 2005 Tech Care President/CEO Mark Crall realized the inconsistent revenue of a break/fix support business model limited not only his staff response times, but also his ability to hire additional staff. While small, Tech Care was still very profitable in a competitive and volatile market where reputation and service makes or breaks solution providers. Mark knew it was time to look at way of optimizing his existing business operations while simultaneously increasing revenue.

Partner Solution

The addition of the Remote Monitoring and Management technologies (RMM) provided by deploying Managed Workplace allowed Tech Care Team to add two new core service offerings. Retainer contracts and monitoring contracts provided Tech Care Team with predictable and fixed monthly revenues. It has also allowed staff to easily identify new hardware and software sales opportunities within the existing customer base.

Benefits

Before partnering with Level Platforms, Tech Care Team support consisted of break/fix services and minimal block hour contracts. Support personnel were most often sent out to service calls on a reactive, as needed basis.

Now the advanced monitoring capabilities of Managed Workplace allow Tech Care Team to bill an additional \$15,000 monthly in new service agreements. By mining the data in Managed Workplace the company has identified new opportunities to increase hardware and software sales by 400 percent.

More important, Tech Care Team has greatly solidified its customer relationships and increased per customer revenue. Gross revenues doubled in three fiscal quarters, while profits increased by 30 percent.

Next Steps

With the new influx of capital, The Tech Care Team will hire additional sales and technical staff to pursue new clients while mining existing data from Managed Workplace, which it knows will help identify even more sales opportunities.

Corporate Profile

Tech Care Team, Inc. DBA Charlotte Tech Care Team, a Microsoft Small Business Specialist and SMBTN member, offers IT and network administration services to professional services companies in Charlotte and Triad regions.

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