



Breaking Past The \$10MM Revenue Challenge And Improving Profitability

The Company

Our client; a successful professional services and managed services provider, had been struggling for the past several years to break past the \$10MM revenue barrier and bring more profit to the bottom line. With a strong presence in the SMB and Education markets, they have built their brand as a best-in-class technology provider in their local market.

With a staff of 30 employees, this well-led business desired to realize not only top-line revenue growth, but also improved profitability. Realizing that their service delivery processes were inefficient, they engaged with SPC to help them develop and implement an overall operational, sales engineering and service delivery performance improvement strategy.

The Need

The company had realized respectable success with Managed and Professional Services, but they understood that the activities that got them where they were would not take them where they wanted to be, and they needed new strategies to transform them to the next level of business growth and profitability.

These needs required the optimization of existing, and implementation of new operational, sales engineering and service delivery processes and procedures, the replacement and proper configuration of new PSA and RMM tools, the creation of new NOC, Dispatch and Help Desk incident management and resolution procedures, and revising their solutions stack, thereby simplifying their sales process and rebuilding sales confidence, resulting in shorter sales cycles and closing more higher-margin sales.

The Solution

A Virtual CIO Consulting Engagement

SPC delivered a Virtual CIO Consulting engagement that allowed our client to improve their organization's Managed Services and Professional Services acumen, growth and performance in delivering NOC, Help Desk, Field Service, Sales Engineering and Project Management activities at peak efficiency. This transformation dramatically improved technical utilization and helped overcome the sales organization's confidence issues with the service department, leading to the highest revenue growth and profitability in the company's history.



The Results

- Service delivery processes tuned and standardized to ensure that proper service dispatch, tiering and escalation processes are followed to maximize efficiencies, client satisfaction and retention, resulting in dramatically improved utilization and profitability
- Project Management processes modified and monitored to eliminate scope creep and seep through proper change, communication, risk and project phase review processes and management and improve consistency in project deployment
- Sales engineering processes modified, and engineers and sales engineers properly trained to accelerate sales velocity through role-play, training and review and/or modification of existing sales proposals and templates
- Defined roles and responsibilities of service managers, dispatchers, engineers, technicians, project managers and coordinators, field support and NOC technicians, resulting in improved performance and accountability, thereby simplifying management duties
- Upgraded and optimized existing PSA and RMM solutions to leverage automation in ticket creation, prioritization, assignment, escalation and alerting, resulting in improved efficiencies, SLA attainment, reporting and customer satisfaction
- Now have clear, objective numbers to work with from a performance perspective for each service delivery unit and resource to forecast growth and hiring needs, as well as to estimate and quote services and solutions for maximum margin attainment