Building a Managed Services Division

Presented By:
Mat Wolfgram

Agenda

› Getting Started

› Building Your Team

› Align with Your Partners

› Your Image

› Train Your Staff

› Examples

› Going forward….

About me…

› 17 years in the Technology Industry.

› Currently the VP of Sales for The Office Technology Group

› Had roles across all the areas, sales, management, business development.

› Married for 19 years with 3 teenage kids…

› I love coaching youth basketball.

› I have toner in my blood, but I just upgraded my veins to POE, and had a new switch installed in June.
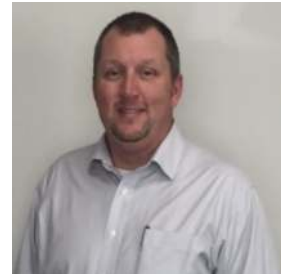
Getting started

Building a Managed Services Division

Getting Started

› What do you know about Managed Services?

– Do you mean "Managed Network Services?"

– Do you mean "Managed IT Services?"

– Do you mean "IT Services?"

– Do you mean "Managed IT as a Service?"

– Do you mean "Virtual CIO?"

› Are you confused? We were….

Getting Started

› Is this business right for you?

"Everyone says, this is the way
the industry is going"
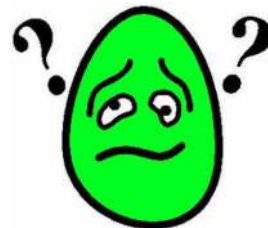
Investment – Time/Money

› What are your expectations?

› Outsource/Build?

› How soon do you want to be up and running?

› What is the budget you have allocated?
  – Multiply it by three..

› How will you measure success?

Build your staff
Building a Managed Services Division

Building Your Staff
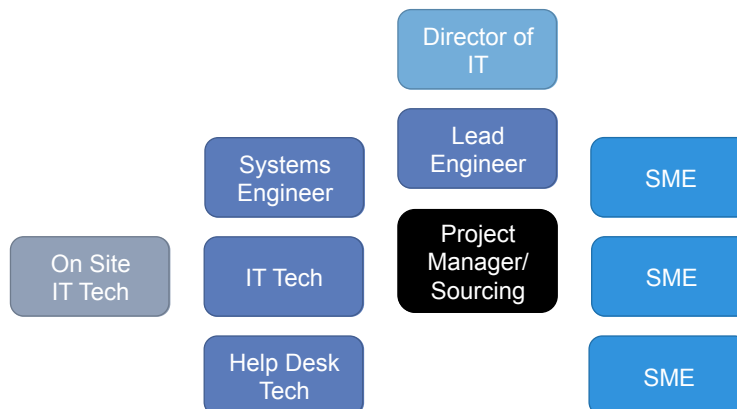
› Who do you need?

› What roles do you consider?

IT Engineer

Project Manager

Subject Matter Expert

Solutions Engineer

Systems Engineer

Virtual-CIO

Technology Director

IT Technician

Building Your Staff

Our Managed Services Org Chart

Director of IT

Lead Engineer

Systems Engineer

SME

On Site IT Tech

IT Tech

Project Manager/ Sourcing

SME

Help Desk Tech

SME

Building Your Staff – What we learned…

› Be very specific on who you choose for each role

› Use both inside and outside resources for evaluations

› Look to create a "Win/Win" in the transition period

› Hire for today and tomorrow

Infrastructure
Building a Managed Services Division

Building Your Infrastructure

Building Your Infrastructure

› We use a hybrid model…
  – Outsourced RMM
  – Server Support
  – 24/7 the 5:00 PM to 7:30 AM

  – Internal Help Desk
  – Onsite Calls
  – Project Work

Build Out Processes

› Engagement Strategies
  – Sales
  – Customer

› Assessment Process

› Solution Design and Engineering

› Scope Development

› Sourcing

› Quote Process
  – Internal
  – External

› Follow Up and Changes

› Customer On Boarding

Align with your partners
Building a Managed Services Division

Align with Your Partners

› Investigate all the options

› Interview them

› Meet with more than just the sales person.
– Owner/Sales Director/Technical & Support Staff

› Talk to current partners
– Understand the after the "honeymoon"
– How do they handle live situations
– How has the issue resolution process worked
– Does it actually work?

Align with Your Partners

› Some of our partners…

Your Image

Building a Managed Services Division

Your Image

MFP/MPS COMPANY   OR   MANAGED SERVICES COMPANY

Your Image

› Who can help with this?

› We used two firms
  – Phase 1 Dealer Marketing
    › Updated our website
    › Created new relevant content
    › Manage our social media presence
    › Trained us how to use social media
    › Interviewed our customers and wrote case studies
  – Phase 2 Marketopia
    › Updated our website again
    › Created sales materials for our team
      – Market Kits
      – Sales proposal templates
      – Sales Contracts and forms
    › Ran lead generating programs, email, voicemail, etc.
    › Hired their appointment setter to generate leads
    › Designed and wrote webinars on specific areas of interest
    › Strategy and market approach
    › Manage our social media presence
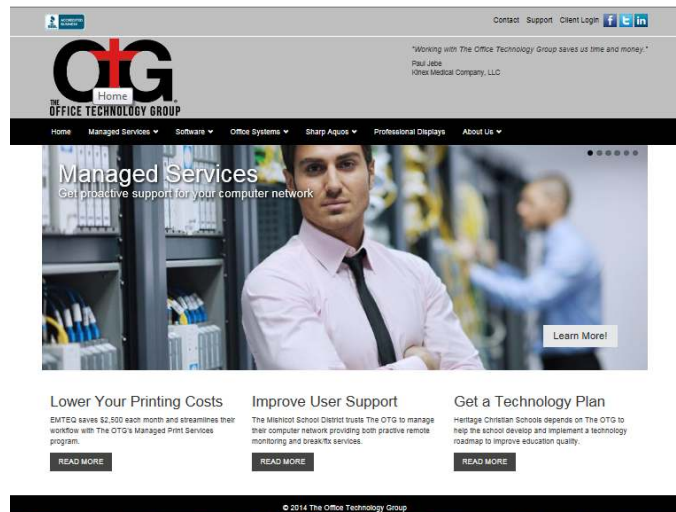   › Mastermind group for discussion about market trends

---

Your Image

Our old website….

Your Image

Our first updated website….

Your Image

Our New website….

Sales Tools

Sales Tools

Training
Building a Managed Services Division

Training Sales

› Who sells this stuff?

› Can your traditional sales staff do it?

› Who do you hire?

› How do you compensate each team member?

Training Sales – What we do…

› Our current sales team are now our hunters
  – Everyone gets paid
› Trained them on what to look for
  – Our simple target is 10 – 75 users
  – At least one server
  – Limited IT support (we like to hear "I have a guy")
› We embrace "TEAM" selling
  – The best reps we have use their resources
› Check their ego's at the door…
› They don't need to control every aspect
› Our Account managers are the Quarterbacks

Examples
Building a Managed Services Division

Example

Small, 1 person company

› Spending too much time with IT issues

› Onsite computer and one in home office

› Initial assessment done and proposed infrastructure updates

› Completed the work, spent 2x the hours quoted

› Ran into multiple landmines not foreseen in assessment

› Billed customer $1200.00 total, lost $1800.00

Example

Small School District

› Unstable Technology Department

› Initial project – 55 Hour Block of Time

› 2nd Project – Wireless Upgrade

› 3rd Project – Replaced 40 PC's

› Technology Review Meeting
  – Implement an Onsite Tech
  – 3 days per week, 8 hours per day
  – High Level Tech 1 Day per month
  – Proactive Monitoring 3 Servers and Main PC's

Example

<u>Small School District</u> (continued)

› 4th Project – Sold 5 MFP's/Papercut

› 5th Project – Implemented 30 Chromebooks

› 6th Project – Cloud Back Up

› Hired OTG to write 5 year Technology Plan - $1.5 to $2 Million Dollars

› To Date - $550,000.00 in total revenue

Example

<u>February 2016 Sales</u>

› Golf Course
 – Manage 12 PC's/1 Server $650.00 Per Month/18 Month Contract
 – 2 days later asked for an MFP quote

› Small Manufacturing Company
 – $13,000.00 Server Upgrade
 – Manage 14 PC's/1 Server $750.00 Per Month/18 Month Contract

› Veterinary Office
 – Manage 18 PC's/1 Server $1,145.00 Per Month/18 Month Contract

Going forward
Building a Managed Services Division

Going Forward

› Reach out for advice

› Use the resources that are available to you

› Be flexible, but rely on and know your strengths

› Remain agile based on market

› Keep moving forward!

Thank you!

Mat Wolfgram
mwolfgram@theotg.com

The Office Technology Group