

# MSP increases efficiency and wins new business with Barracuda RMM



Located in Brisbane, Queensland, Vertu Technology provides IT Managed Services to businesses in Australia, New Zealand, and Indonesia. Founder and Principal, Alex Halim started Vertu Technology in the early 2000s, while working at another IT firm as a Technical Service Manager. He saw that the managed services model presented an opportunity, so they implemented it at Vertu Technology within a few years. Since then, he has formed a loyal customer base and forged strong relationships with them. "I like to deal with people and solving problems" says Alex.

With an focus SMB, Alex and his team are dedicated to help their clients focus on their core business functions and not to worry about disruptions caused by IT. "I always work alongside my clients and consult them on what can be done to increase their business efficiencies. Everything we do is aligned with their business goals, rather than selling them something that simply works." explains Alex.

## A path to managed services success

Alex's idea of managed services is to give his client's stability, assurance, and a reliable IT infrastructure. In the early days of Vertu Technology, some clients would misinterpret what IT managed services was, and some did not even understand what service level agreements were. It was a challenge to get them onto a contract when they didn't have trust in the MSP.

Due to this, Vertu needed a solution that could prove its value both when it was used to help current clients and in convincing new clients during the sales process.

## Profile

- Website: [www.vertutechnology.com.au](http://www.vertutechnology.com.au)
- Location: Brisbane, QLD, Australia
- Year founded: 2003
- Specializations: Managed IT services for SMBs

## Challenge

Vertu Technology needed a solution that could both help them deliver managed services efficiently without the need to increase their head count and prove their value during the sales process.

## Solution

They switched to Barracuda RMM for its:

- User-friendly interface
- Reporting and automation capabilities
- Site Security Assessment, which helps them assess their client's environment

## Results

By using Barracuda RMM and the NOC and Help Desk services, Vertu Technology has been able to:

- Maintain efficiency while providing a customized solution for each of their clients
- Establish trust with new customers and convert them to managed services contracts through the reporting insights
- Grow the business without the need to increase staff

## Barracuda RMM provides multiple benefits

Vertu Technology made the switch from Kaseya to Barracuda RMM and has been using it for more than 5 years. The switch was a long-term strategy because it provides more functionality.

Alex enjoys the interface of Barracuda RMM and finds that everything is easy to set up. **One advantage is the ease of making changes from the library of scripts. The available scripts can be exported, allowing the MSP to make edits and create a new script**, such as installing standard SOE application based on the site request.

The built-in Premium Remote Control is a handy tool that allows Alex's team to seamlessly provide remote assistance. **With Task Automation and Patch Management features, they can work continuously without impacting the clients.** For example, deploying a shortcut or adding a standalone executable to the destination devices can be performed during business hours without interrupting end users.

Another feature that has filled a need for Vertu is the Site Security Assessment, because they often use it for their auditing and IT forensic investigation purposes.

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“Barracuda RMM’s multiple usability benefits, together with our use of Barracuda’s NOC service has given me more time to do what I love – focus on my clients and help them grow their business.”

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## NOC and reporting improve efficiency and trust

Having using Barracuda RMM for several years, Vertu Technology added the optional Network Operations Center (NOC) and Help Desk services for some of their clients. By utilizing Barracuda’s NOC and Help Desk services, Vertu could resolve any issues clients experienced, without adding additional staff. For Alex, building trust is his top priority when engaging with a new client. This is when he turns to the reporting capabilities of Barracuda RMM. “That is the initial value, to help build trust” says Alex.

**By using the reports, he can retrieve information from the background and use the diagnostic data as part of his sales process.** This is particularly helpful when converting an ad hoc customer to a contract, “Once I establish trust with my customers in the first 3 months, it makes it much easier to move them to a managed services contract.” explains Alex.

Another great use of the report is to provide validation, especially when a client may not be aware of the outstanding issues. Alex would **utilize the reports to verify the items that need to be fixed and communicate with all the stakeholders of the client.**

Alex is planning to expand his offerings to include managed security services. “There is definitely a demand for it – in fact my clients have been requesting these services.” In the past, when his clients spot any suspicious email activities, they would inform Alex. It has come to a point that it is happening too frequently for him to collate the incidence and inspect them manually. Implementing the Barracuda email security suite is on Vertu Technology’s roadmap in the coming months.

### Learn more about Barracuda RMM

[barracudamsp.com/rmm](https://barracudamsp.com/rmm)



#### About Barracuda MSP

As the MSP-dedicated business unit of Barracuda Networks, Barracuda MSP enables IT managed service providers to offer multi-layered security and data protection services to their customers through our award-winning products and purpose-built MSP management platforms. Barracuda MSP's partners-first approach focuses on providing enablement resources, channel expertise, and robust, scalable MSP solutions designed around the way managed service providers create solutions and do business. Visit [barracudamsp.com](https://barracudamsp.com) for additional information. [@BarracudaMSP](#) | [LinkedIn: BarracudaMSP](#) | [blog.barracudamsp.com](https://blog.barracudamsp.com)

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