

Friendly Computer Services, Inc.

# Emerging Service Provider Relies on Autotask to Support Managed Services Model and Drive Profits

■ **THE COMPANY:**

Friendly Computer Services, a Florida based MSP serving the Southeastern United States

■ **THE PROBLEM:**

Required the business tools to support a managed services model

■ **THE RESULT**

Autotask has integrated Friendly's backend operations and enabled the company's growth

Jeremy explained that one of the things driving his decision to make the investment in a purpose-built IT Business Management platform was the movement of Friendly Computer Services into the managed services business model.

"There was no way that we were going to be able to manage our managed services with ACT!® and Excel® and QuickBooks®, and I wasn't about to just get a stand-alone service desk and add it to the pile," he said. "The business was getting complicated enough that, if we wanted to grow, I knew we needed something that integrated our entire back-end. And even back then, it was clear to me that going hosted was clearly the wave of the future and the best bet for my business."

## SURVIVING BUT NOT THRIVING

Friendly Computer Services started 14 years ago in the living room of Jeremy Nelson, president of the now-thriving Manage Service Provider (MSP) located in Southwest Florida.

"We started out using ACT!® to run our business," recalled Jeremy, "and for 10 years we thought that good enough, but then again, the business really didn't grow much during that time."

Friendly Computer Services has since grown to 17 full-time staff serving the entire Southeast region of the U.S. and looking back at it, most of that growth came after Jeremy made the decision to drop Act! and start running his IT business with Autotask.



**“If we wanted to grow, I knew we needed something that integrated our entire back-end.”**

Jeremy Nelson - President of Friendly Computer Services, Inc.

## AUTOTASK HAS ENABLED GROWTH AND INCREASED REVIEWS

That was four years ago. Today, Friendly's entire business is running on Autotask, and much of it is automated. Jeremy's favorite feature is the newly upgraded Client Access Portal, a cloud-based end-user tool for entering and tracking service tickets, collaborating on projects, and more.

"I really love the fact that for a small monthly fee I can give an unlimited number of our clients and end-users access to a service portal with my

brand," he said. "The more end-users I get on the portal, the more work they send me and the more money I make."

Jeremy's says his next challenge is keeping up with the pace of Autotask's evolution. "I'm amazed at how many new and powerful features the Autotask team is delivering to us at a steady pace. The great news is that they are doing it in such a way that it doesn't disrupt our use of the product and we can implement them on our own timetable."

For more information about Autotask or to request a personalized demo over the web, please call 1.518.720.3500

## ADOPTION OF AN MSP MODEL REQUIRED A NEW BUSINESS PLATFORM

"While we were in business for a long time before finally pulling the trigger on a hosted, all-in-one solution, we were actually pretty much ahead of the curve," said Jeremy. "Back in 2005 there were a lot fewer service providers who were aware of systems like Autotask, and the product itself was a lot less mature than it is today."