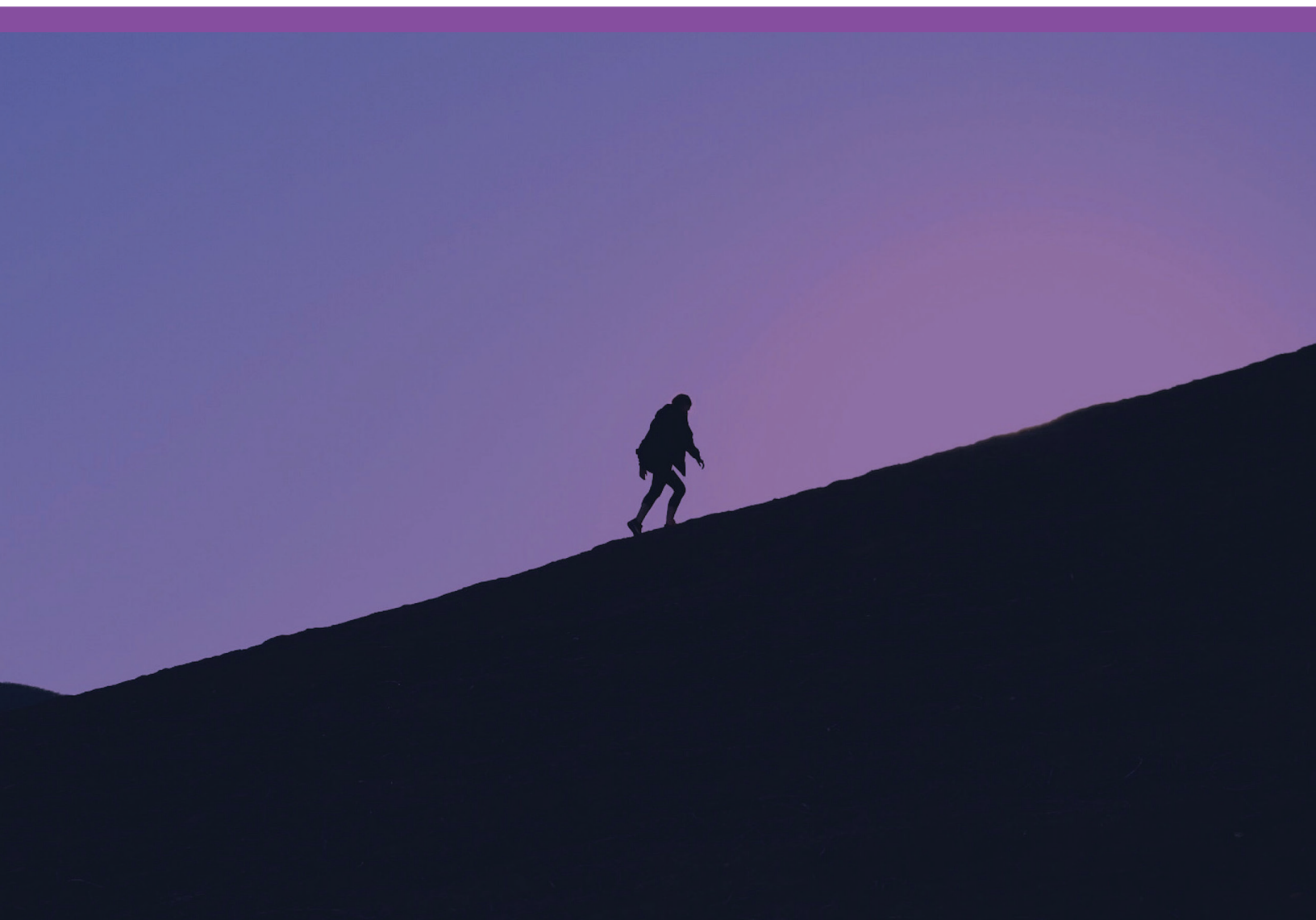




**Small MSP Wins More Clients and  
Increases Margins with Auvik**



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Austin-based NoctisIT is only a team of three, but its razor-sharp value proposition has led to client wins over larger managed service providers (MSPs). The company is able to scale by drawing on the services of large, well-resourced master MSPs, but CEO Jason Whitehurst says the key to his business' success is positioning himself as his clients' trusted business advisor. He calls this position the virtual CIO.

"I've been in the MSP space about 15 years and what I felt was missing was the virtual CIO. What that means is we're involved in business decision-making beyond IT because we build a trusted advisor relationship with our clients."

Part of becoming that trusted team member is managing the client's entire IT environment, and Jason does that by overhauling and replacing existing processes with best practice tools. "That gives us the ability to manage the client appropriately, to truly understand what devices are in their environment," he says. "Auvik is absolutely one of those best practice tools."

Since Auvik equips Jason to effectively and proactively manage his clients' networks, he leverages it as a business investment instead of a traditional resell strategy, which would view Auvik as a profit centre. He says the return on his investment in Auvik has been realized through increased prospect conversions, better visibility, and the ability to right-size his contracts now that he can accurately scope the prospect's IT infrastructure to gauge the required work.



## WINNING THE PITCH

When pitching prospects Jason finds, in most cases, they don't know the extent of their networks. "I always ask people, 'What does your infrastructure look like?' And they're often way off.

"[Auvik] gives us authority with the people to whom we're speaking because we can show them the totality of their infrastructure, and none of these folks have ever seen it. Auvik gives me the immediate visibility into the infrastructure that I can't get anywhere else. I don't do assessments without it."

Since implementing Auvik's cloud-based network remote monitoring and management solution six months ago, NoctisIT has closed 100% of its prospects.

Auvik has become part of the company's sales framework. Jason first installs an Auvik collector on one of his prospect's devices, then presents the findings to the decision makers. He says, "Every customer I've talked to has been impressed that I have a real-time infrastructure map I can use to immediately call out any issues. Auvik is a big part of helping us convert clients."

Auvik's comprehensive network visibility enhances NoctisIT's credibility. "It comes down to building a relationship with the decision maker," says Jason. "Using Auvik to show that I can see what's happening in their environment has been significant in building that trust."

If Jason didn't use Auvik to map the prospect's network infrastructure, his team "would spend 10 to 15 hours walking the environment finding all the switches and access points. Where Auvik comes in handy is not just with a device itself. It's the connections between those devices—there's no visible information about that without Auvik."

In a recent win, he says, "We came in a little bit more expensive than a competitor but the client still chose us because, as they put it, 'you showed us you had the resources to really know what was going on in our infrastructure.'"

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**JASON WHITEHURST**  
FOUNDER, VCIO, ENTERPRISE ARCHITECT  
NoctisIT



## BOOSTING THE BOTTOM LINE

Auvik has helped NoctisIT boost its revenue. "I look at Auvik as price protection for NoctisIT. It protects us from unknown issues like unmanaged switches and Windows XP machines the client forgot about, and old versions of software on the firewall," he says. "Auvik gives us a good idea of how much work we're going to have to do."

*"Auvik has significantly improved our margin by helping us avoid sunk costs—work we can't charge for because we said the statement of work is A, and the statement of work is really B."*

**JASON WHITEHURST**  
FOUNDER, VCIO, ENTERPRISE ARCHITECT  
NoctisIT



As a result, "Our onboarding revenue has gone up by 30% since we implemented Auvik because it has helped us find more core issues that we have to resolve. And Auvik has significantly improved our margin by helping us avoid sunk costs—work we can't charge for because we said the statement of work is A, and the statement of work is really B."

The amount of time Auvik saves NoctisIT through its alerting and management functions goes directly to the bottom line, he continues. "Auvik on every occasion pays for itself in the first 5 to 10 days of the month. Everything after that increases our margin because we're spending less time managing the customer."



## MORE THAN NETWORK MAPPING

Jason picks Auvik as his premier alerting and troubleshooting tool over other software he uses to monitor his clients' devices. "Auvik has helped us shorten the remediation time for issues or suspected issues we may have with the network in Layer 2 or Layer 3. Tool number one is Auvik because I can go back 10 minutes or 2 hours or 24 hours and immediately see exactly what's happening with a specific device."

Jason says he's pleased to call himself an Auvik champion. "I can't imagine a situation where an MSP rolls out Auvik and then doesn't choose to leave it there, because it immediately becomes a core tool for analyzing what's happening. It's an incredible piece of the knowledge framework of every customer."

