

# Building a high-margin service

## Managing IT platforms as a service

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- “Tin shifting” has too little margin
- Value-add hardware/software configuration tends to be sporadic – and front loaded
- On-going value-add services are difficult to sell
  - Lack of customer recognition
  - Inertia is a problem
  - SMB/mid-market sees itself with unique problems
- Strong need to offer a solution to an existing problem

- Hardware acquisition and provisioning
  - You already do that
- Reactive break/fix
  - Probably doing that as well
- Ongoing systems management
  - Proactive and reactive services to provide:
    - Greater availability
    - Greater responsiveness
    - Greater flexibility
    - Better utilisation
    - Lower ongoing business costs





- Complete remote capabilities
  - Installations
  - Patch/upgrade management
- Measurement and monitoring
  - What is there
  - What is happening
- Security
  - Policy definition and enforcement
- Back up and restore
- Remote management
- Help desk/trouble ticketing
- Flexibility
  - Platform agnostic
  - Device agnostic

- Remote management of a customer's network gives:
  - Predictable subscription revenues
  - Shared resource capabilities
    - Maximise employee revenues
  - High margin capabilities
    - Against optimised customer numbers
  - Greater knowledge of the customer's needs
    - Greater cross- and up-sell possibilities
  - A trusted partner relationship



- The channel has to find new margin-generating revenue streams
- IT and systems management has to be done – it is not an option
- Most SMB/mid-market customers are currently reactive
- Providing an external service is cost-effective for the customer
- A full-service ITSM offering will be cost-effective for you