



# Secom Technology CASE STUDY

## Secom Technology Delivers an IT “Hole-in-One” for Australian Clubs with LabTech

### Remote Monitoring

Secom Technology is a Sydney, Australia based IT services company providing managed services, including security, network performance, and wireless, to the hospitality and club industry, as well as other businesses. Hard work and a commitment to “fast, efficient, professional and courteous” client service has made Secom Technology one of the fastest growing IT services firms in Australia. The organization surged, from eight clients when founded to nearly one hundred, in just four years.

Rapid growth presented both challenges and opportunities to owner Russell Potts. It became clear that managed services was the best way to offer proactive services to clients, smooth out the cash flow cycle, and accommodate faster growth. As part of that strategy, the team at Secom Technologies needed a Remote Monitoring and Management (RMM) solution so they could identify and resolve issues without having to travel to the client’s business location.

### Finding the Right Fit for Remote Monitoring and Management (RMM)

Secom purchased an RMM system, but thanks to a “mile wide sales team with inch deep support,” Potts felt Secom was “left holding the bag” with a product that did not measure up. “It was an expensive exercise for us,” he acknowledges. “Support was absolutely horrible. Training was under delivered. Upgrades were nearly impossible to configure. Worse yet, we had already pre-marketed and preconditioned clients to expect managed services, so we had to deliver something.”

Potts began evaluating other RMM solutions with caution, not wanting to rush in and risk getting burnt again. His biggest requirements were that the solution have a simple deployment and be easy to use. He also wanted the solution to be backed by a company with exceptional technical support, customer service, and training. In LabTech, Potts found the solution he was searching for.

### LabTech ‘Gets’ Managed Services

LabTech is the only robust-featured RMM solution developed by a Managed Service Provider (MSP) for Managed Service Providers. “It was critical to us that LabTech came from the background of managed services,” Potts explains. “Often products get over-engineered; we wanted a product that had actually been built from inside the industry. LabTech understood our needs in regards to complexity and how to make it work. They kind of ‘got us’—they knew what they were talking about.”

Another key factor for choosing LabTech was its scalability. Potts wanted a product that could grow as more clients were brought on board with managed services. So he wanted to be able to ramp up his RMM services



**Company:**  
**Secom Technology**  
**Year founded: 2007**  
**Employees: 10**  
**[www.secomtechnology.com.au](http://www.secomtechnology.com.au)**

**Challenge:** To maintain an exceptional level of client service while migrating to a managed services business model for improved cash flow and better staff utilization.

**Solution:** LabTech remote monitoring and management (RMM).

**Results:** In just the first nine months, Secom Technology is billing \$300,000 AUD in annual managed service contracts and earning additional hardware sales. With LabTech, the company provides more proactive, efficient client service, while helping to minimize labor costs.

rapidly, without having to pay for more licenses than he needed. “As our business grows, we can stage and add to LabTech. A lot of the other RMM products want you to buy X amount of seats and then hope enough clients come on board. The flexibility with LabTech meant that we could accommodate the growth as it was happening and that’s a big attraction.”

The initial deployment of LabTech was simple and fast. The team took video training to learn how to use LabTech. “The feedback was very positive,” recalls Potts. “It sent a buzz around the office about how easy it was to learn. Even the entry level guys were getting their head around it very quickly.”

### **Becoming More Proactive for the Clients**

One of the things that Potts noticed right away was how much more proactive LabTech enabled his team to become on behalf of its clients. “We often know things before the client. We’ve gotten fantastic feedback from being more proactive,” he states. “We’ve put in a massive monitor that everyone can see in the office. We can look at it and see that there are no outstanding issues.” Information in LabTech also helps generate a quarterly business report to show clients how much service they receive, so that clients “know that they aren’t just forking over money every month.”

### **Increasing Revenues with RMM**

“For us it’s about the bottom line,” states Potts. Any well-run business would agree with his sentiment. So it was important that he could see an immediate and positive impact on the company’s bottom-line as a result of using LabTech. Potts has not been disappointed—the results of implementing LabTech have been easy to recognize.

“After just nine months, we are already billing over \$300,000 per year in managed services fees. That’s really good from the point of view of our forecasting. It’s nice to know what will hit the bank account each month. That was a big part of why we moved into the managed services business model.”

In addition to helping him make the case to break-fix clients to move to managed services, Potts has seen an uptick in sales of hardware as a result of using LabTech. The company is generating about 2-3 extra sales per month and has added a full time support person on managed services. “The amount of extra sales we’re getting out of this product is amazing,” reveals Potts. “As we see read-write errors on PCs and servers, we can ring the client, and say ‘this machine is old and it’s having these errors’. Because of the easy dashboard in LabTech, we’re getting these easy reports and we’re able to capitalize on those and turn them into cash.”

### **Gaining Competitive Advantage**

LabTech empowers Secom Technology to offer its clients a lot of flexibility. Because technicians do not need to come onsite, problems can be fixed more quickly. Proactive maintenance such as software upgrades can be performed after business hours, for zero impact on a client’s productivity. Finally, LabTech can catch and automatically resolve many types of problems, so that the client may never be impacted at all. All of these benefits help Potts close more new deals than many of his competitors.

“Usually, you get called initially when a client is in pain. Something has happened and it has cost them. That’s why they are contacting you. Knowing part of the service you will provide is remote monitoring and

management is very reassuring to them,” Potts explains. “Our techs can be anywhere, dial in, and be able to fix the problem, so we now have the flexibility to have our techs work on the weekend and after hours. It gives us the competitive edge. LabTech gives us a point of differentiation. It gives clients peace of mind.”

### **Expanding the Geographic Area of Service**

Thanks to remote monitoring and remote issue resolution, Secom Technology is free to explore further afield for new clients. Although Sydney has plenty of businesses that need IT services, Secom Technology specializes in the unique needs of hospitality businesses and club organizations. They serve this industry so well, that clubs outside of Sydney have approached them for services.

“We’re starting to pick up clients that are further from Sydney and we’re able to service them remotely because of the monitoring. It’s like being next door to them. We’re able to respond proactively. LabTech is going to give us a flexibility to stretch beyond our geographical bounds,” predicts Potts.

### **Lowering the Cost of the Workforce**

Prior to implementing LabTech, nearly every technician working at Secom Technology was highly experienced and deeply specialized—expensive skills that are difficult to find in Australia’s tight IT labor market. LabTech has enabled Potts to bring on less experienced technicians for entry level support, saving his experienced techs for the tougher issues. “We can bring someone on board with less experience who can escalate if there’s an issue that LabTech can’t help them fix. We’re reexamining our hiring model because we can bring in more entry level staff and still provide the same level of service to the clients.”

With LabTech to keep them out in front of potential IT issues, Secom Technology can now add 20-30 new clients before needing to hire a new employee. That also makes a big difference in labor costs. LabTech is so easy to learn that the company can bring on a new technician when needed. “From a business owner’s point of view, we get our guys up and running, pretty quickly. We can get them out in the field pretty much straight away.”

### **Relying on Exceptional Technical Support**

For Potts, it all comes back to getting the right level of support from a good partnership. “From being an IT support company, the greatest thing to ask is the level of support that you get,” he reiterates. “Support we could get really quickly on the phone or online. With LabTech, that has been exceptional. If we’ve ever had an issue, we can pick up the phone and get an answer. Our issues have been dealt with quickly. And that’s really important to us.”

Secom Technology has benefitted from LabTech in many ways. Rapid deployment, ease of use, proactive functionality, and automated issue resolution enable Secom Technology to provide its clients with the IT equivalent of a ‘hole-in-one’: outstanding, specialized client service at a consistent, competitive cost.

“We resell quite a few products. LabTech is one of the two most exceptional companies in terms of level of service that we’ve worked with. Their support and service are exceptional.”