C&W Technologies

N-ABLE™

> "We care about our bottom line. N-able RMM and N-able MarketBuilder . . . are helping us bolster our bottom line."

Eric Kiehn, CEO and Founder, C&W Technologies

The Challenge

C&W Technologies is a managed IT services firm that offers a full range of services to small and medium-sized businesses (SMBs). In operation for more than 30 years, C&W Technologies has consistently offered strong service to their customers, leading to word-of-mouth referrals. And with more than three decades under their belts, they've proven that strong service is foundational to any successful IT service business.

However, focusing on strong service can often take time away from business growth activities like marketing and sales. Eric Kiehn, the CEO and founder of C&W Technologies, said that when he meets with other CEOs in the space, many of his peers claim that finding the time for marketing remains a major challenge. In short, they needed a way to stay in front of customers, but lacked the time (and budget) to devote to the activity.

The Solution

C&W Technologies already used N-able™ RMM and became an early adopter when the company released MarketBuilder—a platform that helps N-able partners market their business without having to recreate the wheel each time.

MarketBuilder offers a series of marketing campaigns around different topics. Each campaign offers multiple tactics and pieces of content including emails, landing pages, product sheets, PowerPoint® presentations, and social media posts. It's designed to be extremely easy to use— users can even upload their own lists and send email messages directly from the platform. Additionally, partners can either plug-and-play campaigns by simply changing the logo and company name on the content or they can customize emails and messages as much as they need.

Benefits

Eric Kiehn described MarketBuilder as extremely easy to use. He could assign a team member to send out customer communications on an as-needed basis without much in the way of training. This allows them to market to customers and stay in front of them without having to pay for additional marketing or take extensive team-member time away from serving customers. This makes it far easier to keep customer communications consistent.

He also cited specific examples of how MarketBuilder communications worked for his company.

He said customers were often surprised to find out about some of the services they offered. "They're saying, 'Gosh, I didn't know you offered that. Can you offer us that?' It's really nice to say, 'Yes, it's part of the package. We've already been doing that for you,'" Eric said.

Other times, customers weren't interested in a service the first time they heard about it, but were when they received a marketing message. Eric quoted some customers as saying, "Oh, I didn't understand it before and I do now." Which is understandable—there's only so much time with a customer to really drill into the benefits of a service. Using MarketBuilder resources helps create additional opportunities to make the case.

Eric has been a vocal proponent of the benefits of MarketBuilder and plans to expand the company's usage of the platform in the time to come.

The Result

"With N-able RMM, you get so much more. You get the value of an organization striving to help you and help you build your business. There isn't another RMM provider that I know of . . . that provides a service like MarketBuilder where they are helping you build your clientele, inform your customers, give them good information, and allow you to grow your business."

- Eric Kiehn, CEO and Founder, C&W Technologies
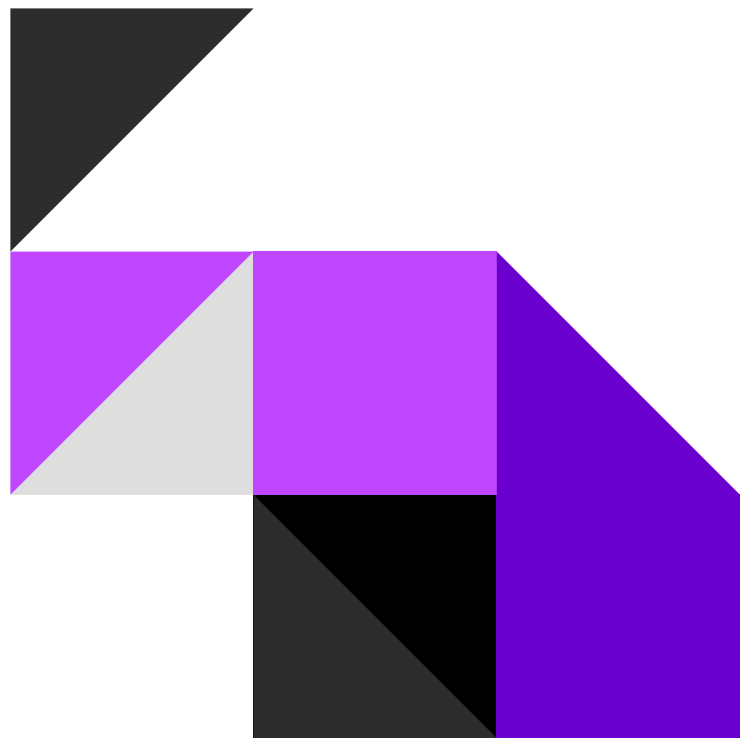
About N-able

N-able empowers managed services providers (MSPs) to help small and medium enterprises navigate the digital evolution. With a flexible technology platform and powerful integrations, we make it easy for MSPs to monitor, manage, and protect their end customer systems, data, and networks. Our growing portfolio of security, automation, and backup and recovery solutions is built for IT services management professionals. N-able simplifies complex ecosystems and enables customers to solve their most pressing challenges. We provide extensive, proactive support—through enriching partner programs, hands-on training, and growth resources—to help MSPs deliver exceptional value and achieve success at scale.

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