

NTIVA CORE VALUES:

RESPONSE, ACCURACY AND CARE

Every business in the world needs what we do, which is providing strategic IT services, including cyber security solutions, cloud services, unified communications and more. Technology fuels productivity and growth, and no business today can run without it!

As technology becomes more complex and cyber threats continue to escalate, many businesses turn to an MSP (Managed Service Provider) for help, to either completely take over their IT or to outsource specific functions.

But choosing the right MSP is a challenge, because despite tag lines and promises, no MSP is perfect.

The truth is sooner or later you'll have an end user who has an issue that they're not happy about, a mistake is made or a problem overlooked. This is almost inevitable.

To help combat this, at Ntiva we're on a never-ending course of continual improvement.

We fully understand that **Response, Accuracy and Care** are the three items that our clients care the most about, and it's our job to figure out ways to meet these expectations.

Here are the key initiatives we've put in place to address those top pain points and that differentiate us from the rest of the MSP pack:

RESPONSE

The number one thing clients care about is response time.

To help improve this, we've moved away from the typical help desk scenario that most MSPs offer. Although they might guarantee that your call will be answered promptly, it's often by someone who has no idea how to fix your problem - you're simply put in a queue to wait for someone who can.

At Ntiva, we offer a **Service Desk** that is staffed with fully trained technicians who can solve most problems on the spot, and our average hold time is less than 5 minutes.

Additionally, we let our clients "self-triage" their problems. This means they can call into our service desk 24 hours a day for a problem as small as

a printer not working, an issue on their iPad, or anything at all that is deemed critical by the client.

Most other MSPs provide SLAs (Service Level Agreements) that offer response time based on the impact to your business, e.g. if the problem affects less than 25% of your business there is a four hour response time, etc.

At Ntiva, we recognize there are times when you need immediate support for smaller issues that may not impact a large group but are still critical to you, and thus provide the ability to call in and get help in 5 minutes or less.

This is big differentiator for Ntiva.

ACCURACY

We've specifically invested in **automation** tools that keep our client's core systems up and running.

This means round the clock monitoring and maintenance to find and fix issues before they become real problems, ensuring stability and security with the goal of near 100% uptime.

Our objective is to automate as much as possible, which enables us to do 3 important things:

- Increase efficiency and accuracy
- Keep the cost of core services down
- Spend less time on routine issues and more time on strategic conversations

It's worthwhile to note that the vast majority of MSPs are small, with 80% managing under 2500 desktops, and about 63% managing under 1000 desktops. Revenues typically range from \$500k to \$3M.

What this means is that many automation tools are simply out of reach for these MSPs.

At Ntiva, we currently manage about 20,000 desktops, giving us enough scale to invest not only in new technologies, but our people as well. Very few MSPs have the size to pull off the organizational structure that we've created, which includes specialists whose job it is to provide deep expertise in a various areas.

Our ultimate goal with automation is to elevate our techs out of the day-to-day minutiae, taking human error out of the way and providing them with the opportunity to grow – which in turn is passed on to our clients to provide a better experience.

CARE

Yes, we make mistakes too.

The question is, when your MSP makes a mistake, how do they handle it?

We have gone to great lengths to establish a culture around encouraging people that mistakes happen and it's okay to admit it. However, the error needs to be documented so that other team members can learn from the experience, including how to avoid it or how to fix it.

It can be tough to put the egos of highly technical specialists aside, but it's critical we openly share this information in order to improve.

We also coach our employees to think of a client's business, and their dollars, as if it was their own. This means our focus is on building long term relationships by doing what's best for the client, not focusing on short term revenue from selling product

or signing up for a service that's not yet needed.

Everyone understands that the cost of acquiring new customers is very high, especially in professional service organizations where the goal is to maintain a strategic relationships that lasts many years.

Thus every touch point – from our service desk and field support, to our Technical Operations Managers and Solution Architects – are trained to think in terms of providing the level of care they would like to receive themselves.

Our clients are our best cheerleaders, and our goal is to create a powerhouse of the best tech talent so that as we grow, so too do our clients.