



How a Managed Services Provider **Increased Its Revenue** **4x in 5 Years**

TruMethods offers business solutions for managed services providers all across the globe. Our MSP business training and software tool, myITprocess, have helped to transform thousands of MSPs into profitable and productive businesses. Here's the story of how one company uses TruMethods to revolutionize their MSP's success metrics and business culture.

The Goal

Create a Community of Successful MSPs

For many managed services providers, running their business can become an overwhelming task. Whether it's drowning in reactive work or struggling to stay afloat in a sea of IT tickets, growing the business is put on hold.

IT providers need more of a plan to increase profitability and process to turn those goals into a reality.

The TruMethods Framework is the proven process that MSPs need to succeed. MSPs don't need to work longer hours or hire a larger team. They need to work smarter.

Here's how one company adopted the TruMethods Framework and created one of the most successful MSPs in their respective market.



Top MSP Obstacles

62%

Of MSP owners cite increasing volume of net-new customers as their highest priority

53%

Of owners claim margin erosion is their biggest concern

47%

Of owners feel they are maximizing their ROI

The Company



Shael Risman is the CEO of PACE Technical Services in Toronto, CA. Shael has been in business for 15 years and has been a TruMethods member since 2009.

The Success

Q: Can you measure specific improvements in productivity and revenue after implementing TruMethods?

A: Everything is measurable. The beautiful thing about TruMethods is that their Framework is KPI driven and result driven. We can see it in our monthly recurring revenue. We are 5 times where we were 9 years ago. We see it in our tickets per endpoint, which is 3 times less than 5 years ago. We see it in the amount of hours spent fixing problems. We can take care of way more customers with way less people. We save a lot in payroll. Our payroll now is the same as it was 3 years ago because we have done more with less people. It is very easy to determine where the advantages are. Plus, there's a cultural change in our business, the way we approach stuff. It involves culture, client experience and a million different things that result in setting our business up for success.



The Success

Q: What was the reason that finally motivated you to change your business?

A: For anything that's worthwhile, you have to have faith. To jump forward because you have nowhere else to go. There's no easy fix for anything, it is not a business thing. That's a personal discovery that you need to make. It applies to business and it applies to life. However you get to that point is up to you. For us, we were already there. We were like, we need to do something really big to shake this up. It took us a year just to get our bearings. The good stuff started happening after the first year and even more so after the second year. Once we started getting it, it started moving quickly. None of it is easy. It's not an easy industry. But TruMethods gives you the infrastructure and knowledge that you need to keep pushing.

Q: Do you feel that any MSP can implement the TruMethods Framework?

A: Yeah! Well, let me temper that by saying that if you don't have the discipline and you don't have the desire to jump, then it won't work. It's a different way of looking at delivering service. If you're just showing up on a monthly basis because you think you're going to be handed the keys to get amazing sales and getting lots of clients and all of sudden everything is going to be glorified and you're going to have this huge success just because you subscribe to TruMethods, those people aren't going to go anywhere. That's the deal. Will everybody be successful? No. But it all the MSPs we know who have implemented the TruMethods Framework have made amazing progress. For us, implementing myITprocess was the turning point.



The Results

"Before TruMethods it was like pedaling a bicycle uphill with one leg. We didn't know what we were doing. None of it is easy. It takes discipline and faith. But the Framework is a proven model for success."

- Shael Risman
CEO, PACE Technical

Instead of being stuck in the reactive spiral of death, CEO Shael Risman uses TruMethods and myITprocess to inspire positive changes in his business. The Framework not only provides structure for how to offer your services, but also promotes a culture that produces a better customer experience and a better workplace environment.

TruMethods is dedicated to fostering a community of successful MSPs. When you can clearly see the direction your business is heading, it's easier to grow and prosper. You are then on your way to breaking from the rest of the pack and becoming a World Class MSP.

Ready to become a World Class MSP? Try TruMethods today!





TruMethods was launched nearly 10 years ago by industry leader Gary Pica with the purpose of sharing a proven framework to help MSPs achieve more recurring revenue sales and industry leading profitability. TruMethods combines training, community, software, and peer to help MSPs reach World Class results. Nearly 20% of the MSP Mentor 501 are powered by the TruMethods Framework.

INTERESTED IN BECOMING A MEMBER?

Visit our website at www.trumethods.com or email us at info@trumethods.com