

# Success stories



**Axel Strack**

Owner/Founder,  
Strack IT-Beratung (near Dusseldorf)

**STRACK**  
IT-Beratung & Realisierung

"I really have to praise the team. They're always available and have an enormous amount of expertise."

## **One IT service provider, 350 customers**

Axel Strack founded his company almost 20 years ago. Having tried out various ways of running his company over the years, Axel now says, "I do my best work if I'm working on my own." He now looks after 350 corporate clients in his region. How? With a lot of ambition, a little bit of know-how, plus SYNAXON Monitoring & Management and SYNAXON Managed Office.

## **From humble beginnings to becoming a self-made entrepreneur**

"I went around with flyers, knocked on doors and introduced myself to prospective clients," says Axel. Word of his commitment quickly spread and now he has no need for marketing or online advertising. The years in business have shown him that being a one-man show works best for him and his clients. "I'm not striving for growth in terms of staff. I've thought it through numerous times and am still convinced that me being on my own is for the best - together with SYNAXON Managed Services, of course." And thanks to Managed Services, Axel can continue to grow without having to hire new employees. By 2025 he aims to service 500 customers - all of them via Managed Services.

## **All or nothing - the key to a success story**

"I was super sceptical about Managed Services," Axel says. However, various seminars and conversations with his peers throughout the course of 2018 convinced him otherwise, and at the beginning of 2019, he finally got going. In addition to SYNAXON's Monitoring & Management, which shows him the statuses of all the systems he's managing in real time, Axel uses SYNAXON Managed Office.

## **Navigating the Microsoft jungle**

The world of Microsoft can be challenging. Thanks to SYNAXON, it's no longer a struggle. Whether it's finding the right licences for his customers, installing Microsoft Teams or setting up Exchange Online with the customer's domain, Axel can rely on the competence of the SYNAXON Managed Services team with its experienced licence consultants and support staff. He saves costs, time and effort on the technical set-up and support, and doesn't need to attend costly Microsoft training sessions. "I really have to praise the team. They're always available and have an enormous amount of expertise - it's almost like having my own employees. And thanks to them, I can concentrate on selling products like Exchange and Office 365 to my customers."

## **A win-win situation**

The key thing that convinced this former sceptic - and the reason he advises his peers to do the same - is how easy it is to get started. "With other providers, you need a lot of knowledge and in-depth technical know-how. That's a big challenge for anyone who doesn't have a big team behind them. Starting with SYNAXON Managed Services was super easy and I notice every day how much time I save with the products and personal support from the team." He uses this time to look after his customers. "A conversation over a cup of coffee, combined with, 'Actually, we don't have to see each other at all because everything is running smoothly', is the best customer retention there is. You don't get more win-win than that."