SYNAXON MANAGED SERVICES

Success stories

Markus Dressen
Owner/Founder, CW-Computer und
Webdienstleistungen (near Cologne)

CWSERVICE

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From part-time job to 400 customers

“Hey, I’ve got a problem with my computer, can you help me?“ Markus Dressen has heard that sentence more than once in his life. So often, in fact, that in 2014 he decided to start his own IT services business. Almost six years later, this side job became his proper job when he took the final step towards self-employment. But in 2020, despite - or perhaps because of - Corona, things went well for Markus. “In some areas we didn’t do as well as expected because of the crisis, but in other areas we did better. Somehow everything ended up balancing out.“

A one-man band in transition

To begin with, private customers were a good target group for Markus. Most of his competitors didn’t want to touch private clients, and this ended up being a good opportunity for him. “It was through private customers that I really got into the corporate business. If you set up a printer and install backup software for the MD of a company in his house, the next question is very often whether I could also do that for his business.“ And so it began. Today Markus looks after around 400 customers, about 60% of which are based in his local area. It became clear early on, however, that Managed Services were the future, as trying to serve them all with a break/fix model would soon lead to burnout. The majority of his customers have between one and ten workstations; the largest with three offices employing a total of 70 people.

Although he had not known SYNAXON long, he took the decision to trust them with two of his Managed Services products: Monitoring & Management and Managed Endpoint Protection.

Planning ahead to avoid wasting time

“Pretty much everyone I know started with the break/fix business model, but anyone who wants to grow can’t continue with just that,“ says Markus. He had already tried out a couple of Managed Services vendors, but decided to go with SYNAXON in March 2021. “You can get the same technology elsewhere, but not the level of service and personal support I get from SYNAXON.“ He realised early on how important it is to be able to rely on a committed and experienced support team. For sole traders this is a decisive advantage, because, “SYNAXON Managed Services compensates for the lack of manpower in smaller companies such as mine.“ The SYNAXON Facebook group also offers further opportunities for direct networking with like-minded people.

Being proactive and providing security - a great combination

With SYNAXON Managed Services Monitoring & Management and Managed Endpoint Protection, Markus offers his customers two products that allow them (and him!) to sleep soundly at night. Thanks to the monitoring dashboard, Markus is always in the know about what’s going on with the computers he’s managing, and he saves a lot of time thanks to the high degree of automation on the SYNAXON side. “Updates run with virtually no intervention on our part, which is great! The monitoring product ensures that in 98% of cases, I actually don’t even need to see the PCs and laptops of my customers,“ he says.

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It's a similar story for security - the extensive list of features for SYNAXON's Managed Endpoint Protection not only covers all security-relevant aspects that are important to his end customers, but also enables him to manage them easily via a web-based, pre-configured dashboard. In addition he gets detailed reports on the licences he's booked, and personal support from the security experts at SYNAXON. He also benefits from full flexibility and scalability thanks to monthly notice periods. And there's one more distinct advantage over other vendors: "SYNAXON Managed Services has a direct line to the vendors in the background. If there's a problem that needs to be clarified quickly, the support team takes care of it for me and gets the right answers much faster than I would on my own."

Save time, reinvest it in your business

So what is Markus doing with the time he's gained by using these two SYNAXON Managed Services products? He uses it to spend more time with his customers. "Time used to be a real issue. On the one hand, I was never the type to send a bill to a client for a 5-minute phone call. But the more customers you have, the more you reach your limits in terms of capacity. Now, however, there are so many things which just run by themselves in the background, and are automated, the number of customer calls I'm getting is pretty low. But if someone calls and has a question, I'll take the time to go through it with them. And my customers are happy about that!"

My Managed Services motto is, "More, more, more!"

Markus wants to extend his business in the future, and has a big goal for his expansion: "In the future, I'd like to employ someone full time. Growth isn't as risky with Managed Services."

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