

Success stories



Michael Kinze

Owner/Founder, COMTWENTYONE
(near Frankfurt)



“Recurring income and a predictable flow of cash - it was clear that there was no other option but for me to transform my business.”

From hamster wheel to successful IT service provider

Michael Kinze is not yet 40 years old but he's an old hand at IT. He has already founded a successful IT company and is projected to continue to grow and strengthen his business in the coming years. In 2002, he started as a classic break/fix shop, with not a lot more than “a baseball cap and a passion for anything that has cables” as it was clear to him after finishing school that he would end up doing “something in IT.” His first couple of years were not without their challenges, but today, Michael and his team of four look after up to 400 regular customers, and have acquired 84 Managed Services customers in the last 18 months alone. How has he achieved this?

The hamster wheel

In 2017 Michael attended the SYNAXON Managed Services Forum in Germany. “Managed Services, vendor solutions, hardware rental schemes... This was completely new territory for me at the time,” he says. Fascinated by the possibilities, he redefined his goals. It was clear that there was no other option but to transform his business - he needed recurring income and a predictable flow of cash.

Fall down, get up, straighten out your baseball cap

But it didn't happen immediately. Michael had to navigate the vendor jungle and made the wrong decision more than once. “But only those who know what they don't want can find the right product for them. And that's exactly where I am now with SYNAXON Managed Services Monitoring & Management.” With this decision made, he got to work straight away. “The SYNAXON team took (and still takes) a lot of the small stuff off my hands. The time I save with just the remote tools alone allows me to focus on my customers' important issues.”

And it is precisely these tools that provide everything he needs. A web interface shows the statuses of his customers' devices in real time; should challenges arise, the integrated remote maintenance software comes into play. And if the worst comes to the worst, SYNAXON's support team is available. In addition to this, the team also provided him with contract and service description templates to get him up and running quickly. Plus there was an additional advantage: “There is no minimum licence purchase quantity, no minimum fee, no minimum turnover required.” On top of that, the service can be cancelled with just a month's notice, reducing risk to a minimum. And his customers are happy, unaware of what's going on in the background. “For them, my team and I remain the all-round service provider they trust,” Michael says.

From monthly reports - which his customers can understand - to automated patch management, to the pre-selection of relevant updates, Michael and the companies he supports can rely on everything running smoothly. And at the push of a button, he can generate a sales report that shows him his selling opportunities within his customer base including where their hardware needs to be replaced or updated, or where guarantees are due to expire.

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Take it or leave it - "We choose our customers".

Today, Michael is in the admirable position of being able to choose his clients. Anyone who wants to be a customer has to book monitoring, patch management, antivirus and backup as a minimum. If they don't, they don't make the cut.

Being proactive means better scalability

Michael's recommendation to his peers is: "If you're making the transition from break/fix to Managed Services, get yourself a monitoring tool. And ideally get it from SYNAXON Managed Services. Everything else costs too much time and money." With proactive monitoring, even several hundred customers are no challenge, even for a small team like his.

The freedom to focus on growth

In the coming months and years, Michael wants to focus even more on business management and growth. He may wear trainers and a baseball cap but one thing's for sure; he's a smart entrepreneur who has done most things right over the last few years.