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Evan Oberman, *Chief Technology Officer*

LOCATION

Canada

INDUSTRY

MSP

ENDPOINTS

1,000

PRODUCTS

NinjaOne Basic, TeamViewer, Webroot, Webroot DNS

CHALLENGE

"For a long time, we were just using TeamViewer to support clients remotely," Evan says. "We loved TeamViewer, but we needed a way to do the basic stuff like patch management faster so our technicians could focus on more value-adding activities." To solve this problem, Evan and the Business Cloud team began exploring remote monitoring and management solutions.

They looked at several RMMs, but ultimately narrowed it down to two options: DattoRMM or NinjaOne. "Datto pitched themselves as the bigger, more established RMM and that really resonated with us. The fact that their PSA was integrated with their RMM was also important," explains Evan. "We really liked Ninja, but Datto had a really convincing sales team." Business Cloud signed a multi-year contract to implement and utilize both DattoRMM and Autotask PSA.

Within days of setting up DattoRMM, Business Cloud had identified a few product design choices that didn't align with expectations. One of the first problems Evan's team faced was the DattoRMM desktop application. At the time, Datto was still building out their web interface, requiring Business Cloud to use their Windows-only desktop application. This posed two business challenges to Business Cloud: reduced access and support options as the desktop application needed to be installed on any device from which they wanted to provide support and the cost of switching staff using Mac devices over to Windows.

→ **Business Cloud
Grew 3x and
Improved Service
Delivery with
NinjaOne**

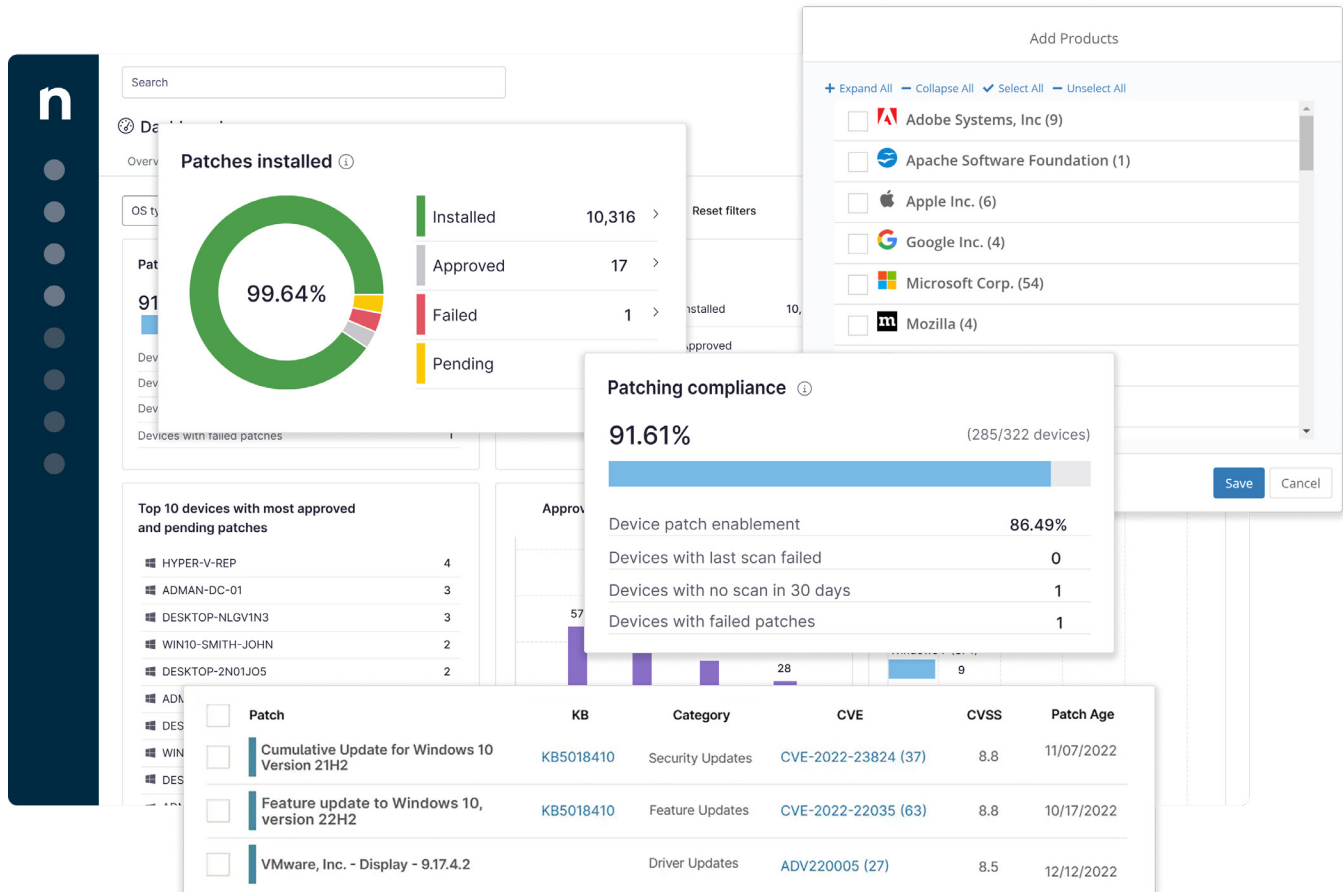
Datto's proprietary remote-control tool also posed challenges for a team focused on delivering rapid support. According to Evan, after a device was rebooted, his team had to wait several minutes before they could log in to provide support. In an emergency support scenario, this can feel like forever to the end-user. This process took significantly longer than it did with TeamViewer. "Our clients are used to an immediate response and quick support. Datto just wasn't fast enough," says Evan.

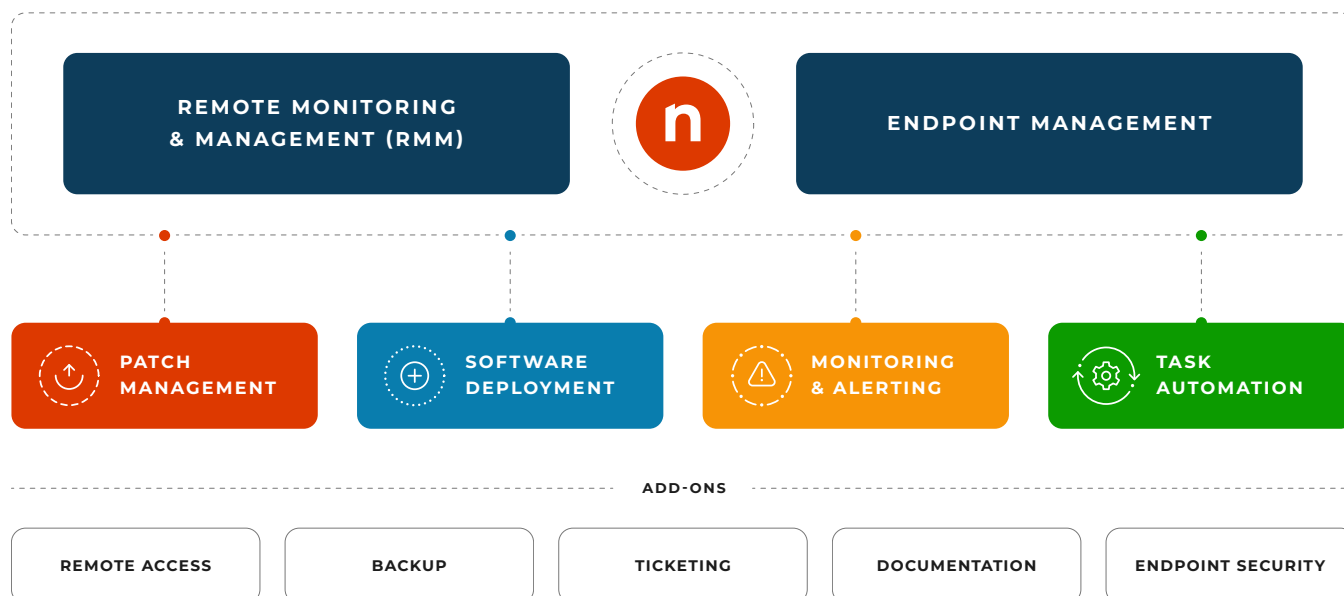
On several occasions, Datto also sent erroneous server-offline alerts. After calling clients and sending technicians out to triage, it became clear the servers were working fine. Taken together, these issues cost Business Cloud money and frustrated its clients.

Within the first month, Business Cloud decided the product just wasn't a good fit and asked to be released from their contract. Once released from the agreement, Evan called NinjaOne and moved all of Business Cloud's devices over within days.

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SOLUTION

“The biggest difference for me between Datto and NinjaOne is transparency,” Evan explains. “During the sales process with Datto, there were significant product weaknesses they kept hidden. They canceled product lines we were waiting for. They don’t publish a roadmap. NinjaOne offers a ton of transparency – clearly communicating bugs before we notice them and providing a roadmap we can see (and vote on) at any time.”

“When we onboard new clients, we spend time training their end users to request support through the system tray icon,” Evan says. “It provides amazing branding for us and makes the whole support process more efficient.”

Just like Business Cloud, NinjaOne is a cloud-first company. “NinjaOne has an intuitive, easy-to-use interface,” says Evan. “Our staff pick it up very quickly. Our technicians spend more time providing exceptional support to clients instead

of learning and managing our RMM.” Because NinjaOne is cloud-first the interface is lightning-fast and enables technicians to provide support from anywhere – including iOS and Android endpoints.

As more and more clients reached out to Business Cloud for a secure and cost-effective work from home strategy, Evan’s team was able to rapidly deploy NinjaOne’s end-user sharing without the cost and challenge of sourcing a new tool. “End-user sharing was a key part of our customer work from home strategy in the early days of COVID,” says Evan.

“At Business Cloud our intention is to identify and solve client problems before they become aware of them,” says Evan. “Our goal is to provide concierge-level white-glove services to our customers. NinjaOne enables us to provide this exact type of high-touch, high-level of services to our customers.”

A tool that powers growth

“NinjaOne is so easy to use, we’ve integrated it into our sales cycle,” says Evan. Business Cloud has added a client IT audit into their sales process to highlight to potential customers all the value they can provide. After signing an NDA, Evan’s team installs a NinjaOne agent on all the prospect’s devices. “We’ve created an audit policy in NinjaOne that strips out any automation but gives us all the information we need to highlight vulnerabilities and identify areas of improvement.”

Business Cloud account managers can then go into Ninja, pull a report, and walk the prospect through all the ways their endpoints can be more secure, devices better managed, and productivity improved. Account managers can walk prospective clients through simple improvements that would make a major difference such as which devices need to be upgraded to Windows 10, which devices are running slow because they don’t have SSDs, and which devices are almost out of space. They also hand over a full hardware and software inventory. “With NinjaOne’s reports, we can easily highlight the value we bring to

clients by showing them how their devices are vulnerable and how misconfiguration and hardware issues contribute to productivity loss,” Evan explains. “It makes NinjaOne a powerful tool in our sales process.

Once a client has signed on with Business Cloud, they can easily switch all the client’s devices to a policy with patch management and other automations activated, bringing those devices up to date.

Through the smart use of NinjaOne policies and automation capabilities, the team has been able to minimize the amount of day-to-day intervention most endpoints require. “In the past few years, we’ve grown from managing around 250 client endpoints to managing well over 1000,” Evan says. “We’re able to do more per technician now by shifting basic maintenance and remediation onto NinjaOne so our technicians can focus on more complex tasks. I don’t think we could have accomplished the same growth and the same level of revenue without NinjaOne.”

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NinjaOne is a leading unified IT operations solution that simplifies the way IT teams work. With NinjaOne, MSPs and IT departments can automate, manage, and remediate all their endpoint management tasks within one fast, modern, intuitive platform, improving technician efficiency and user satisfaction.

Start your free 14-day trial today!

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