

# Migrating micro SMB to managed services “not a tough sell” using Uplevel Systems

TeamLogic IT of Kearny Mesa adds recurring revenues as local brewery expands



## Customer profile



|                 |  |
|-----------------|--|
| <b>Provider</b> | TeamLogic IT Kearny Mesa                                     |
| <b>Industry</b> | Brewery  |
| <b>Location</b> | San Diego, CA  |
| <b>Website</b>  | <a href="http://www.teamlogicit.com">www.teamlogicit.com</a> |

## Challenge

Company with < 10 users expanding IT services to second location .

## Solution

Migrated IT to managed services model based on Uplevel's SMB IT infrastructure as a service.

## Benefits

- Fast & easy deployment
- No upfront costs
- Streamlined remote management
- Recurring monthly revenues

““The subscription approach is a great fit for [micro SMBs] and sets the stage to upsell new services .”

Mike Schwartz  
Owner, TeamLogic IT of Kearny Mesa

TeamLogic IT of Kearny Mesa was opened by owners Michael Schwartz, Abather Al-Juboori and Evan Weis in October of 2016 to serve the San Diego area. Companies rely on TeamLogic IT's managed IT services for proactive IT management to help increase productivity throughout their organization while also gaining better ROI from their technology investments.

**"The Uplevel solution with integrated Wi-Fi, NAS, security, and support for power over Ethernet (PoE) fit really well and let us move very quickly. We just installed the Uplevel router and they had service right away with no capital investment required by us or by the customer."**

*Mike Schwartz  
Owner*

Two things are true of nearly every small business: they're looking to do more with less when it comes to IT, and they can use all the help they can get. This makes them prime targets for managed voice and data services—provided serving the sector proves worth the MSP's time.

Such was the challenge for Mike Schwartz of TeamLogic IT Kearny Mesa, CA when a brewery expanded its reach to a second location. With less than 10 users, the client had very basic phone and Internet requirements and wished to get basic services running as cost-efficiently as possible. Traditional quotes for Wi-Fi, network attached storage (NAS), and firewalls looked to be cost-prohibitive.

"The company was moving into an empty warehouse across the street and planned to operate their restaurant as a separate business," Schwartz recalls. "Building a piecemeal solution using elements like those from SonicWall, Sophos, Ruckus Wireless and getting all the licenses in place figured to run about \$5-6K, with an additional charge for cloud backup."

Schwartz contemplated migrating the brewery to Uplevel Systems' small-to-medium business (SMB) IT-as-a-Service platform to eliminate upfront costs.

"Along with connecting its phone system and getting Internet access at the second site, the client wanted basic wireless, storage, and firewall capabilities," says Schwartz. "The Uplevel solution with integrated Wi-Fi, NAS, security, and support for power over Ethernet (PoE) fit really well and let us move very quickly. We just installed the Uplevel router and they had service right away with no capital investment required by us or by the customer."

### **Managed Services Deliver a Win-Win**

Like many small companies, the brewery was not initially looking to adopt a managed services model that meant committing to a regular monthly cost.

"Including Uplevel automatically made it a managed service," says Schwartz, "but it also made the model work for the client. We were able to bundle the cost of the initial installation into the monthly subscription to avoid upfront cost which they found very compelling. It was not a tough sell."

It was also an easy installation. While Schwartz estimates the initial piecemeal solution combining shared storage, firewall capabilities, and a commercial-grade wireless router would have taken his team roughly 12 hours to configure, services powered by the Uplevel solution were up and running in about 4. Ongoing remote management also became easier.

## TeamLogic IT Benefits

- No upfront investment
- Promotes MSP model, recurring service revenues
- 3x faster configuration
- Ease of use allows support to be provided by lower-cost technicians
- Remote control of LAN, Wi-Fi, file server, firewall through one easy interface

## Customer Benefits

- No upfront investment; install costs bundled into monthly subscription
- Faster, easier install
- Proactive remote management by provider
- Built-in security

"We were going to control the NAS, firewalls and wireless remotely either way but now we do it all using one easy interface," Schwartz says. "Our technicians don't need to go out to different sites all the time and we're investing less management time in the long run."

Following its success with the brewing company, TeamLogic IT of Kearny Mesa began extending quotes based on the Uplevel platform to other SMB customers with similar needs.

"When a basic network configuration figures to cost \$5K, most small companies will ask, 'how can we do it cheaper?' That's where the conversation logically leads to Uplevel," Schwartz summarizes. "The subscription approach is a great fit for this niche and sets the stage to upsell new services because, once a company gets up and running and enjoys the peace of mind that comes from a managed service, they're likely to always be a customer as long as things keep running smoothly." "

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