



Reshaping the business – how ITS boosted its transition into managed services with Predatar.

Predatar unlocked new opportunities for forward-thinking IT services company ITS

ITS has:

- **Facilitated the transition to managed services**
- **Provided greater value to clients**
- **Significantly deepened key business relationships**
- **Developed new services and revenue streams**
- **Offered enhanced cloud capabilities**
- **Improved productivity**

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Predatar has allowed us to launch into new products, improve relationships with our customers and increase our revenues.

**Rob Connary, co-owner,
President and COO**
IT solutions provider ITS.

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Introducing ITS

ITS, based in Maine, USA, has been supplying excellence in IT services since it was established in 2001 from the merger of LCI and ITI. Founded as an IBM reseller and business partner, its clients range from non-profit health providers to major manufacturers and distribution companies, and include organisations in Mexico and Canada.

Adapting to a changing market

For ten years, ITS' business was led by the provision of hardware solutions, supplemented by its expertise in software and professional services, with the most important aim being the creation of long-term relationships with clients. Throughout, ITS helped clients derive maximum business advantage from the platforms they had deployed.

Over time it became clear to COO Rob Connary and his colleagues, that as IBM shifted its focus from hardware, ITS' professional services were where it would bring greater value to its clients and develop its own revenue streams.

Opening up new revenue streams

ITS wanted to go beyond the traditional level of delivery, offering greater range and sophistication so it could expand client relationships and win new business. This included the provision of managed services such as backup and disaster-recovery (DR) to customers deploying IBM Spectrum Protect (formerly IBM Tivoli Storage Manager).

Opportunities were clearly opening up. Customers dependent on TSM or Spectrum Protect, for example, were finding the skillsets required for the day-to-day management of backup and DR harder to find. Although IBM Spectrum Protect is extremely powerful and effective, it can be difficult for clients to manage without the expertise of a services provider.

The trigger for engaging Predatar was an important business opportunity that arose three years ago as an ITS client lost its primary IBM Tivoli Storage Manager administrator. Thanks to Predatar, ITS won this new business swiftly, leveraging Predatar's sophisticated automation and orchestration capabilities to provide a wholly effective solution without any need for extra staff.

Winning new business

The decision to deploy Predatar has been crucial to ITS' evolution. Predatar's innovative approach, high level of automation and insight has helped ITS to provide the managed services that clients want, but without increasing headcount.

Predatar's outstanding functionality and adaptability give ITS the capacity to boost revenues by developing services and demonstrably providing greater added-value to clients.

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Predatar has become one of our key resources, helping us nurture important relationships.

**Rob Connary, co-owner,
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Deepening client relationships

With clients' IT infrastructure constantly changing, Predatar's ability to pick out the details that matter in its dashboard environment has brought ITS a new level of insight. Potential snarl-ups or difficulties are highlighted very early on, often before clients are aware themselves, giving more time for effective resolution.

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We can provide assurance to clients that things are working as expected and both proactively and retrospectively see what is happening and has happened, overcoming any potential problems.

**Rob Connary, co-owner,
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The beneficial effect of Predatar has spread throughout ITS as the company has used Predatar as a framework to develop further sets of guidelines for use in other areas of the organisation. The advanced automation built into Predatar has also meant that ITS has been able to expand without being held up by any of the usual recruitment headaches.

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Good retrospective information is always available, but pulling up solid current or emerging information is difficult. Predatar is extremely helpful in developing our ability to respond quickly to clients.

**Rob Connary, co-owner,
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Expanding services and increasing revenues

As cloud deployment among its clients increases even further, Predatar will allow ITS to become an essential and indispensable partner.

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With a solution as adaptable as Predatar we can become critical to our clients' success, regardless of where their hardware is or where their data is being stored.

**Rob Connary, co-owner,
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Predatar is also enabling ITS to expand its services among business clients moving into cloud services for the first time, facilitating enterprise-levels of service that would otherwise be impossible.

What impresses Connary and his colleagues is the Predatar team's willingness to adapt their solution to the ITS model of working. "That's quite unusual," he said, "but similar to what we do for our own clients. Predatar is both hugely versatile and innovative, which makes it easier to develop new lines of business as the market constantly evolves.

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Before Predatar our momentum in managed services was starting to lag. Now Predatar has allowed us to launch into new products, improve relationships with our customers and increase our revenues.

**Rob Connary, co-owner,
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