



ConnectWise Case Study

Managed Service Provider Links Growth and Success with Being Part of the ConnectWise Community



Company:
ITConnexx

Services Offered:
Comprehensive Managed IT Services.

Year Founded:
1999

Employees:
Twelve

Website:
www.itconnexx.com

Challenge:
Growing a business in a challenging economy, including moving from a break-fix business model to a managed services offering.

Solution:
The ConnectWise Community

Results:
Revenue has quadrupled and the team has been able to implement best practices that allow them to work with more clients while ensuring excellent service levels and profitability.

Extraordinary companies do more than just sell quality products and services. They listen to their customers and provide unparalleled customer support and encouragement. They empower customers to reach goals and promote a culture of success among peers. And their leaders communicate a bold and sometimes unconventional vision, charting new paths and sharing business strategies that strengthen the entire industry.

For Brian O'Shaughnessy, President of ITConnexx, Inc., ConnectWise is one of those extraordinary companies. "The greatest value of ConnectWise is everything the company does in addition to providing PSA [Professional Services Automation] software," asserts O'Shaughnessy.

Software, but So Much More

ITConnexx is an IT firm that provides business management software solutions and proactive managed services for computer systems and networks in the Green Bay, Wisconsin area. The company relies on ConnectWise PSA to manage all aspects of its IT business. However, O'Shaughnessy credits the ConnectWise Community for helping him build the successful company that he has today.

"We became a ConnectWise Partner in 2006 and had three employees. Today we have 12 employees and our revenue is four times greater than when we started," O'Shaughnessy relates. "My company is impacted because ConnectWise cares about my business and does what it takes to help me grow."

As a ConnectWise partner, O'Shaughnessy has access to ConnectWise University, ConnectWise Community, ConnectWise Forums, the IT Nation Partner Conference, user groups, and affiliate communities such as HTG.



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ConnectWise provides these resources to support its partners, promote idea sharing, and encourage active collaboration to build a better IT experience for all users.

From Break-fix to Managed Services

Although ITConnexx is a successful and growing company today, starting the business was not easy. “I started the company back in 1999, and it was 100% break-fix,” relates O’Shaughnessy. “I was the only employee for many, many years. It was much more difficult to start and run a business and be profitable and successful than I imagined. I really, really, struggled.”

O’Shaughnessy and another sole-proprietor merged their IT companies and became business partners. “We started looking for a tool to help us run our business, software that could integrate everything it would take to run our company. Of course, that became ConnectWise,” he explains.

In 2006, O’Shaughnessy attended his first ConnectWise IT Nation Partner Conference. During this event, he heard a keynote address by Arnie Bellini, the visionary co-founder and CEO of ConnectWise. In 1982, Bellini astutely recognized that personal computers would soon be the backbone of the business world and joined with his brother to establish a full-service IT services company, ConnectWise. As the company grew, they eventually developed ConnectWise PSA. Bellini’s passion for challenging the IT industry to adopt new business technologies and best practices has earned him recognition as being one of the industry’s most innovative executives.

During his keynote, Bellini shared his belief that the future of IT was managed services and encouraged ConnectWise partners to take a leap of faith. “I don’t remember all the details, but what I took away from Arnie’s speech was: Stop thinking about it and just do it. Don’t be afraid to make the transition,” O’Shaughnessy recalls. Trusting Bellini’s expertise and foresight, O’Shaughnessy accepted the challenge. “We started the transition from a break-fix shop to an MSP shortly after returning home,” he remembers.

Adding managed services to its portfolio has allowed ITConnexx to secure a stable revenue source to support its operations. “When we started, we had no recurring revenue. Now our recurring revenue covers our fixed costs and payroll,” explains O’Shaughnessy.

From Competition to Peer Support

Bellini’s example of sharing business practices and building connections across the industry has led O’Shaughnessy to discover the priceless resource of peer support. “Three or four years ago, Arnie was going around the



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country doing a free one-day seminar called Master Series. It wasn’t training on the software; it was training on your business. It was at that point that a light bulb came on. One of the first things he did was go around the room, and whenever there were two companies from a similar geography, he’d stop and say, “Do you guys know each other? Do you run into each other?”

Through that experience, O’Shaughnessy began to appreciate the value in sharing information with peers and learning from each other. “What allows me to build my business is gaining experience and knowledge from others who have already done it. No question. I couldn’t be where I am today if I didn’t have the help of lots of other people,” he acknowledges.

“ConnectWise has done a great job with building this feeling of, we’re not truly competitors. There’s enough work out there for all of us. If we work together, collectively, we’re better,” O’Shaughnessy explains. “It’s an amazing community. Half of the products I sell are products that I’ve picked up through vendor shows that ConnectWise is sponsoring, or through HTG and what my other peers are doing.”

HTG is comprised of peer groups of IT services business owners from across the country. “We’re all similar size, all similar revenues,” O’Shaughnessy explains. “We share everything. I mean everything. Personal problems, our financial data, things we struggle with day to day. You name it, we share it. The reason I’m part of this group is because I learned about it at the ConnectWise Partner Summit.”

The ConnectWise Difference

O’Shaughnessy knows his life has changed because of ConnectWise. “Things in my life are so different just because of that one decision to go with ConnectWise. I know hundreds of people all over the country who I could call and ask for help and business advice. If I’d never started with ConnectWise, I would have never known these people,” he says. “Without question, ConnectWise has been the conduit that has helped me grow my business, have confidence in what I’m doing, and feel like I have a safety net because I’m not doing it alone.