

Sentis Managed Solutions | Success Story

“I can pulse check our business in 10 minutes in the morning by looking at the data that’s inside CloudBlue PSA.”

*Martin Perry,
Director of Sentis Managed Services*

Results:

- Maintained customer retention at 99% by simplifying and centralizing all billing and contract information. This enabled Sentis to show their clients a clear picture of their ROI.
- Enhanced decision making by providing complete visibility into all cost and resources management data throughout the organization in one interface.
- Improved the ability to measure and communicate the level of service Sentis delivers to its customers by recording interactions at a granular level.

About Sentis: Sentis Managed Solutions specializes in fit-for-purpose, cost-effective IT solutions.

Challenge:

Managed IT services contracts are notoriously complex. Drawing on decades of experience managing M&A for IT services companies, the Sentis Managed Solutions founders realized from inception that their IT services must offer total cost and resource visibility, to help their customers make intelligent decisions. They juggled multiple billing and contract cycles between customers and technology providers, resulting in an intricate, comprehensive contract book.

Conclusion:

Improved Customer Experience:

By simplifying and centralizing all contract information into a single interface, CloudBlue PSA empowers the customer to understand the ROI that Sentis' services deliver. Based on the owners' previous experience, CloudBlue PSA has facilitated a customer attrition rate of less than 1%.

Enhanced Visibility:

By unifying all data from the company's accounting and RMM systems into one interface, CloudBlue PSA enhanced visibility into all cost and resource data. This allows Sentis to keep a finger on the pulse of the company and make educated business decisions for its progression.

Exciting Financial Growth:

Sentis grew its recurring gross margin by an average of 24% per annum with the associated overhead growth around an average of 16%. Most of the gap has been achieved through automation and integration of CloudBlue PSA with other systems and the adoption of sensible business processes at the heart of CloudBlue PSA.

Solution:

From inception, Sentis Managed Solutions utilized CloudBlue PSA to integrate and centralize all data from the company's accounting and RMM systems. CloudBlue PSA became the primary system for Sentis managers to check all customer-related billing and ticketing, employee timesheets, and technology vendor provisioning data—all from one place. Virtually all customer and employee interactions flow through CloudBlue PSA, providing real-time insight into how contractual obligations are being met.

Success Stats

1%

Annual existing customer attrition rate below 1% due to CloudBlue PSA

24%

Grew recurring gross margin by an average of 24% per annum

99%

Maintained customer retention at 99% by simplifying and centralizing contract information.