



# Managing Your Clients To Increase Productivity and to Optimize Revenue

Hello, I'm Jonathan Spiva



DUCATI

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DUCATI



Future Wife



Francis



74bit

74bit, Inc. is born from my experiences...

- Grew up working on technology while at school.
- Experience working at consultancies in Orange County, San Diego, Portland And Seattle
- Internal IT admin at a 50-user organization



# My Way...

- Business focused
- A single client per day
- No time tracking or overages
- No long term contracts

74bit, Inc. is an ITaaS (IT as a Service) company focused on solutions that meet the changing needs of a modern organization.

Our clients receive a complete, hands-on alternative to a traditional, in house IT department.

# Discussion Topics

- Modern IT
- Abstraction
- Scale
- Communication
- Focus

# Modern IT

# Services before Servers

- SaaS is here to stay
- Unique IT benefits
  - Are generally easier to manage than on-premise
  - You always have support
  - App is always up to date.
- Introduces new questions regarding network/internet resiliency and speed

# Servers, by the hour

- Capital investment into physical server hardware is a hard sell today
- Surprisingly flexible from a security and network perspective.
- With no physical hardware you shift a huge source of risk
- Workloads are rarely OS X specific

# Where We Work

- If not scheduled at clients we work where we feel we are most productivity.
- Modern technology affords us this, we should take advantage and encourage our clients to think about it also.

# New Solutions Should Be Easier Than Legacy Ones

- We measure solutions is how easy they are for a client when it's most important.
- What does the next guy see? Can the client muddle their way through after we have left? Are there vendor support options for them?

# Dogfooding - Live the life you recommend.

- 2-factor enforced on our Google Apps accounts
- Google Docs first, office 2nd.
- IMAP is disabled, Almost no mail clients
- FV2 Everywhere, all the time.
- 13in over 15In., Air's Over Pro's

# Abstraction



X



=



## v1 - Getting away from \$/hour

- Flat rate for unmetered telephone, email and emergency supported. \$500
- Two “Scheduled Visits” were required per month at a day rate of \$500 each, later went \$750 each.

v2 - Let there be tiers

- Small, Medium, Large, X-Large
- From \$1500 to \$7000
- From 2 to 12 scheduled visits/month

## v3 - Per-User Pricing

- \$125/user/month
- Scales up and down with org.
- User is defined as somebody whom 74bit, Inc. is reasonable for the productivity from a technical perspective.

Scale

# Multi-user from day 0

- Google Apps
  - Gmail, Drive, Calendar
- Zendesk
  - Client Ticketing, Inquires,

# From now on, things will be better.

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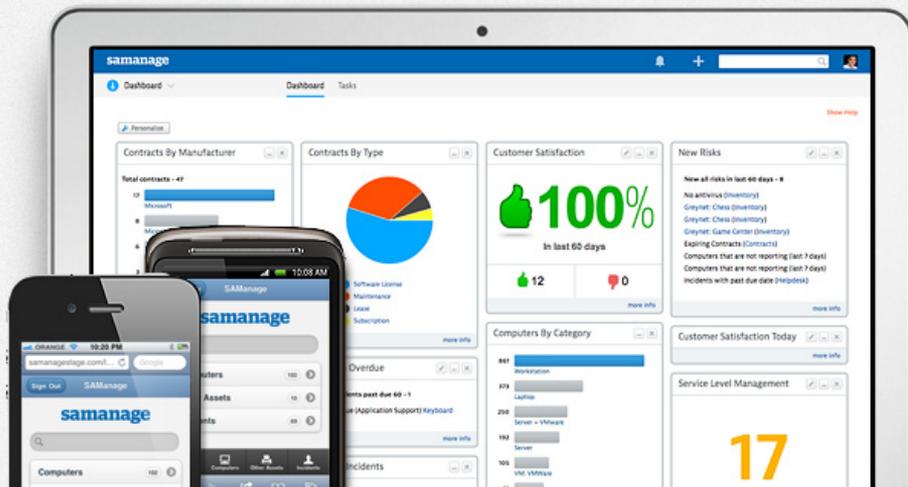
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- Manufacturing HQ
- Sales Order
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- Contact Groups
- Tickets
- Projects
- Configuration Items
- Financials
- Contracts
- Invoices
- Inventory
- Attachments
- Subsidiaries

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Company Number 5

Account Manager Joe Smith

Account ID 29683561

Primary Contact Dan Eckle

Territory Northeast

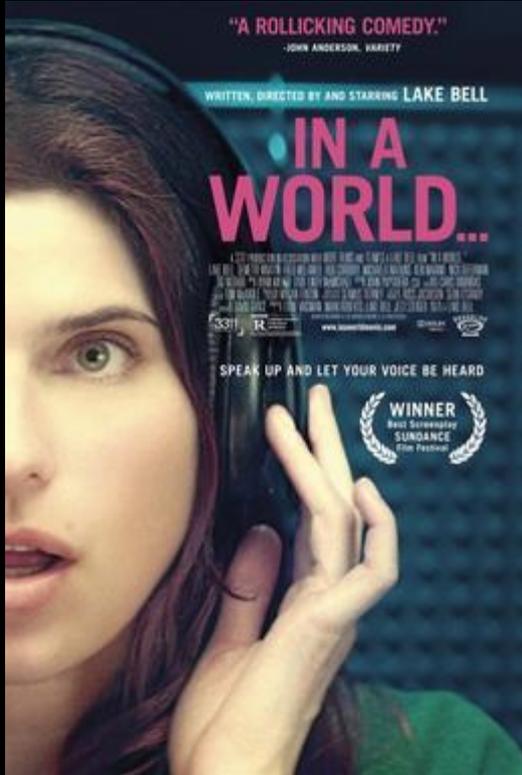
Market Segment Healthcare

Active Opp. Amount \$2,895.00

Meeting: Review the contracts for valid date (07/31/2014 21:00 - 08/01/2014 00:08)  
Created/Modified by Autotask Administrator  
07/31/2014 22:05 complete edit delete

**James Moore** send email (re: Dan Eckle send email)  
General: Touch base with Dan re: project progress. (01/01/2015 17:03 - 17:18)  
Created/Modified by Scott Anderson send email  
12/29/2014 15:58 complete edit delete

**T20141229.0001: Dan is still having issues with his email**  
Medium | Scheduled  
Dan is still having issues with his email - all of a sudden actually worse since last week. I am wondering if you would be able to see something that I cannot. Below is the error message I am getting from Dan's email - it has been since last week happening all the time.  
today at 15:24 add note add time add attachment



With



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To focus on our clients we must  
be efficient in managing our  
own business

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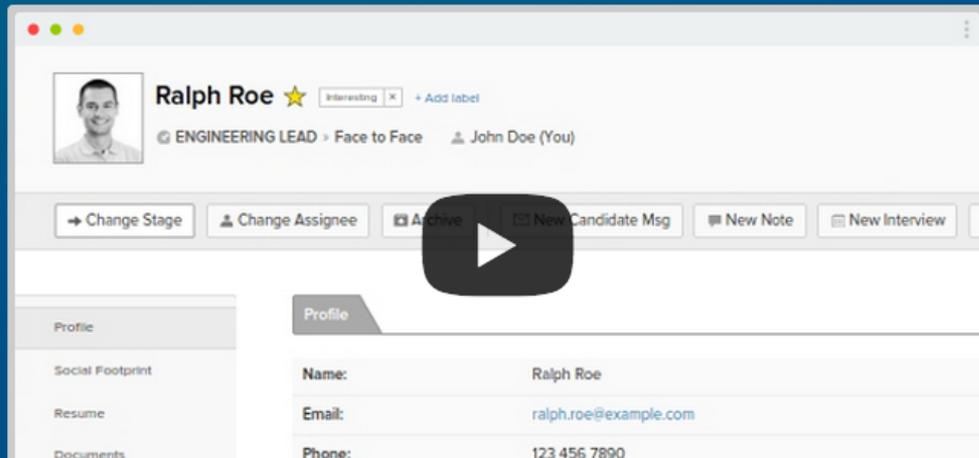
## Expenses



# Recruitment software to track job applicants

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When Groupon entered China, Recruiterbox's recruitment software enabled us to manage nearly 500 interviews per week on the way to become the fastest growing country team in the fastest growing company (Forbes 2010) ever.

# Improve Team Communication. In 20 minutes/week.

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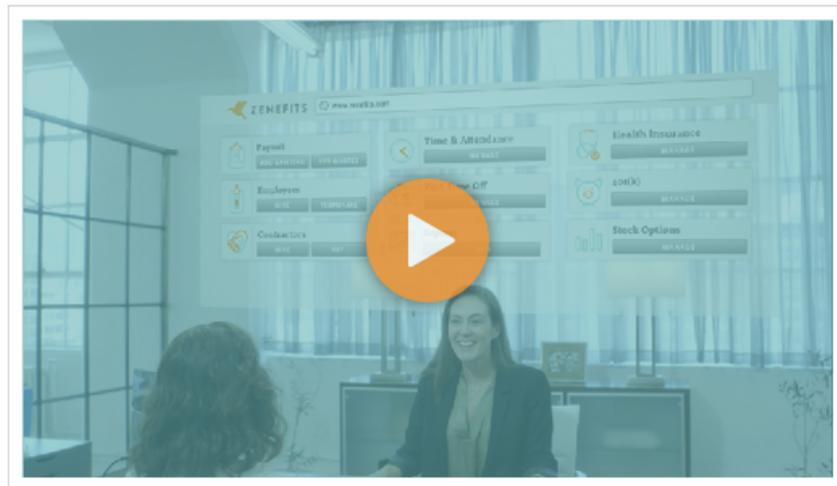
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- GEORGE SYLVAIN CEO, Social Print Studio

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# Communication

Email is dead,

I feel like we have all heard this before?

Internally for 74bit, Inc, it really is.

- All two-way client communication is done via ticketing system.
- All client announcements are sent via Mailchimp, Replies feed back into ticketing system.

## Being a team.

- Nearly all of 74bit, Inc's internal communication happens via Slack, our chat app.
- Slack has a #zendesk-updates channel which keep the entire team aware of what's happening. We also have a #triage channel which shows new tickets to the team members who are responsible to address any new requests

# “So yeah, we tried Slack ...”

The Sandwich Video team tried Slack. Turns out it really *did* change the way they communicate.



Slack is a platform for team communication: everything in one place, instantly searchable, available wherever you go.

Email Address

Company Name

Sign up for Free

# Answering the phone is hard.

- It's been a long quest.
- Grasshopper → Zendesk Voice → Grasshopper → Onsip → Grasshopper → Talkdesk
- Talkdesk is really great.

talkdesk

PRODUCT

FEATURES

INTEGRATIONS

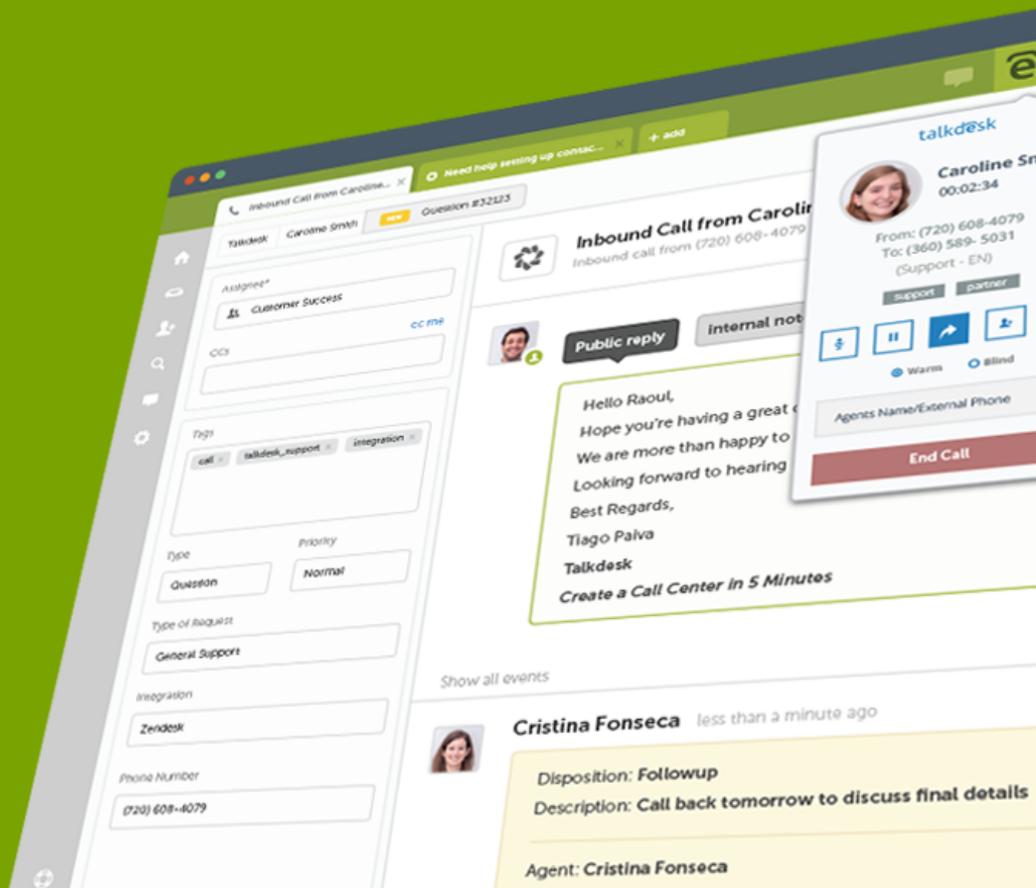
PRICING

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# Create a Call Center in 5 Minutes

*integrated in  
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Focus

What are you great at?

Do you enjoy doing it?

# What we we feel we are great at...

- Becoming a client's IT department
- Managing OS X in diverse corporate environments
- Deploying and managing Casper Suite

What is your perfect client?

# Our perfect clients are...

- 20 to 100 users, (occasionally more, seldom less)
- Forward thinking regarding technology
- Recognizing the importance of Security in today's world
- Willing to take steps to fully engage 74bit, Inc. integrating us into the decision making process

# Set them free!

- Ask the right questions early in the process.
- If the client doesn't fit, pass them on.

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