

Synoptek Anticipates a 30% Efficiency Gain with Unified PSA-RMM

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“**WHEN IT CAME TO SELECTING A STRATEGIC PARTNER, DATTO EMERGED AS THE CLEAR WINNER—BOTH FOR THE TECHNOLOGY IT OFFERED AND THE BACK-END SUPPORT IT PROVIDED.**”

Eric Westrom
Chief Technology Officer



Eric Westrom recognized almost immediately after beginning his new role as CTO of Managed Service Provider (MSP) Synoptek, Inc. that there were inefficiencies with the platforms the company used to manage data and execute daily tasks. The company was using a legacy remote monitoring and management (RMM) tool that they had outgrown and was separate from their other business management platforms.

“I noticed quite a few things in my first year that didn't make sense from an operational standpoint,” he said. “There were multiple systems in place with different tools and lots of infighting about which RMM—or even which ticketing platform—to stick with.”

It had become clear that Synoptek needed to streamline the tools and platforms that it used to deliver services. Westrom and his team created a mandate that every system in the company would need to be integrated so that everyone was using a standard set of tools.

“We needed a platform that was going to let us perform multiple business functions—tracking projects, tracking financials, tracking tickets—and really become that centralized platform instead of the disparate systems that were already out there,” Westrom said.

The strategy was to make sure that employees would have full access to company data stored in one central location.

“Our advisors and people in the field servicing clients had to have the ability—with a single touch—to create a dashboard to do whatever they needed to do in order to manage those environments effectively without having to bounce between systems,” he said.

Choosing a Partner

When it came to selecting a strategic partner, Datto emerged as the clear winner—both for the technology it offered and the back-end support it provided.

“When it came to the relationship that we would have with Datto, I wanted to know how we would interact day-to-day. Would we be just a number, or would that team readily engage with our team?” Westrom said.

Datto has provided solid support—for both Synoptek and its customers. Throughout the implementation, Westrom said, Datto has served as an extension of Synoptek's team, supporting the rollout of new products as the MSP's older products are retired.

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Productivity Gains for the Long-term

In July 2017, Synoptek signed on to use Datto RMM. The overall integration was completed in early December 2017, with more than 20,000 endpoints converted.

“The maturity level and the level of integration was spot on with what we were looking for,” said Westrom. “But what put it over the top for us was the level of integration between Datto RMM and Autotask PSA along with the ability to create dashboards. Having all of that information right there at our fingertips—that was a big thing.”

“When it came to our deployment of RMM, the team said, ‘We could really use your help,’” noted Westrom. “Their professional services team worked side-by-side with us throughout the implementation. The level of assistance to help us roll it out to the customer base has also been fantastic. There is a fee for service, but the level of interaction and engagement that we have is significantly better than what previous vendors had to offer. It is a true partnership for us.”

Synoptek will reap major productivity gains from its various investments with Datto in one year, said Westrom.

“We anticipate at least a 30% efficiency gain out of this consolidation,” he said. “We’ll have a single platform for our RMM, and our people won’t have to log in separately; they’ll be able to easily set up tickets and have the data populate automatically as they’re working on sessions.”

“Going forward, any acquisitions will convert to our standard platform as it is now,” said Westrom. “We have chosen Datto as our core platform, and we’re going to extend it to our partners to create an ecosystem for our operational teams, for the long-term.”

About Datto

At Datto, our mission is to empower the world's small and medium-sized businesses with the best in enterprise-level technology. We do it by equipping our unique community of Managed Service Provider partners with the right products, tools and knowledge to allow each and every customer to succeed. It's an approach that's made us the world's leading provider of MSP delivered IT solutions. Datto is headquartered in Norwalk, CT, with offices worldwide.

Corporate Headquarters

Datto, Inc.
101 Merritt 7
Norwalk, CT 06851
United States
partners@datto.com
www.datto.com
888.294.6312