

## Heroic IT ,Customer case study

### ITimpulse service integration

#### Customer

- Heroic ITS
- based in London, UK
- IT Solutions Provider

#### Challenges

- Wanted to support customers remotely and reduce support costs.
- Unavailability of trained and experienced Engineers.

#### Goals

Implement a comprehensive support solution that:

- Reduces operating costs
- Provides outstanding remote support services
- Meets SLA and is scalable

#### Results

- Heroic ITS Hired ITimpulse to outsource operation activities.
- The Heroic IT have maintained their initial team size of 8 people and added 2 offshore resource.

## Customer Intro: Heroic ITS

Heroic ITS provides small and medium sized business in London with comprehensive IT solutions at affordable rates. Their goal is to help customers leverage technology to increase revenue while reducing costs. For the past eight, Heroic ITS has been providing consulting and infrastructure services to small to mid-sized IT organizations in and around London, UK. The company was started by Mr. Ryan Heera in 2006 as he saw an increasing need for affordable consulting and infrastructure services that were inaccessible to smaller organizations.

Ryan started as an Independent consultant and setup a team as his business grew. He constantly found it difficult to recruit the best engineers and maintain competitive pricing for his customers. Ryan analysed the market and decided to utilize offshore IT staffing service. However he also wanted make sure that the offshore company was competent and not just a team of marketing gurus who sell Oil to the Sheikh in Dubai.

## Remaining Agile and Responsive

In the decade of one of the most challenging economic conditions, IT departments and consultants are constantly scouring their bottom lines to see how they can save money, reduce overhead, and still maintain a high level of customer support and satisfaction. Maintaining that high level of customer support and being responsive to customer's needs is a key part of the day to day activities at Heroic ITS, especially the company President Mr. Ryan Heera.

"We have helped a lot of our customers to setup, maintain and migrate operating systems and hardware, and implement IT infrastructures," explained Ryan. "Now with the tight economy IT directors are more conservative, requiring innovations to maintain current client base increase spending on acquiring new customer." This is a global trend; recent announcements from PC manufacturers HP and Dell have noted slow hardware sales for the last several quarters and even reduced projections for the upcoming quarters.

- Heroic ITS has reduced operation costs and without compromising on skills and response time.

- Heroic IT has been able to increase expenditure on Marketing and client acquisition

“I started using ITImpulse for day to day IT problems. I soon realized their value and skill. I did not delay in hiring my first offsite engineer!”

Ryan Heera  
Owner and Founder - Heroic ITS

Ryan saw the current economic situation as a challenge and an opportunity for growth. He also maintains a global point of view and understands that distances are shrinking and the world is now a smaller place “We started implementing services that are economically viable to our customers, prolonging their current systems and reducing our travel time. Me and My team can handle customer relations ships, but there are a lot of tasks that cannot be automated and need to be done remotely ” Ryan and the team at Heroic ITS have moved primarily to understanding customer needs and understanding the infrastructure pain points

## ITImpulse

ITImpulse is an IT support company run by seasoned IT experts with years of experience behind them and not by marketing professionals that just want to close deals. The primary Focus is helping IT support companies reduce support costs by utilizing remote helpdesk services or IT staffing solutions. Our clients trust us because of our technical expertise sand professional attitude to work. We deliver proactive, efficient and reliable services to our customers and guarantee response times and SLAs.

## Integration

1. Heroic IT uses Hosted PBX for internal and external calls. Engineer from ITImpulse login with the use of Softphones and become a part of the Heroic IT phone lines. They can then make calls to customers, or transfer calls internally.
2. Engineer from IT impulse is also provided an email address and account on Heroic IT's ticketing systems like Autotask, CRM etc.
3. Time tracking is done via Freshbooks which is used by the staff at Heroic IT.
4. Heroic IT used Logmein central for managed services clients and logmein rescue for PAYG customer. The desk manager provides access to engineer on need basis.
5. IT impulse engineer provides complete troubleshooting and contact logs at end of each call. He also submits a End Of Day report which makes sure that he gets paid for all work.

“Some onsite engineers and support staff are necessary. However in an IT organization more than 50% of day to day operation tasks can be outsourced or performed remotely. If you choose either I recommend ITimpulse.”

Ryan Heera  
Owner and Founder - Heroic ITS

## Results

1. Heroic ITS Hired ITimpulse to outsource operation activities.
2. The Heroic IT have maintained their initial team size of 8 people and added 2 offshore resources.
3. Heroic ITS has reduced operation costs and without compromising on skills and response time.
4. Heroic IT has been able to increase expenditure on Marketing and client acquisition.