

CASE STUDY:



Revenue, time and peace of mind: the CloudOlive difference for Blue Arc IT Solutions.

THE CHALLENGE:

Blue Arc IT Solutions is a Canberra-based MSP that has been operating for over 15 years. According to Blue Arc's founder, Graeme Thornton, the company's driving goal has been to consistently deliver accuracy and transparency to its clients.

"IT is a complex and ever-changing industry, and one of our tasks is to simplify complexity for our clients. That goes all the way from supplying the right solutions, throughout their operation, and then being able to bill everything accurately," said Graeme.

With multiple vendors, around fifty clients and over a thousand endpoints, managing CSP, VoIP and Datto services, tracking increases and decreases in customer end-points, made accurate billing a time-consuming monthly task.

"We were looking for greater efficiencies in overall visibility within our own systems. A recommendation came to look at a new software solution from a new company, CloudOlive," said Graeme. One month after initial contact, Blue Arc had implemented it, and the results were virtually immediate:



"The first client offerings we addressed through CloudOlive were VoIP services and, in our first monthly billing cycle alone, we identified an extra \$4,800 in revenue that our RMM was failing to capture."

- Graeme Thornton, Blue Arc IT Solutions

THE IMPORTANCE OF ACCURACY

The main challenge had been that PSAs are based on static user counts, and these numbers are traditionally carried over month by month. In reality however, over time, these user counts are dynamic usually track upwards. Undetected, this leads to lost revenue capture, and therefore inaccurate client billing.

“For us at Blue Arc, we strive for accuracy in everything we do, and an important part of that is accurate billing. It doesn't matter whether an invoice is only five or ten dollars out, if it leads to a client query, then our integrity is at stake. CloudOlive has enabled us to increase our billing accuracy. It's not just about the dollar amount, it is more about maintaining perfect trust and transparency in our relationships with our clients,” said Graeme.

TIME BETTER SPENT

When it comes to accounts, the amount of time taken by senior personnel is a consistent issue for all MSPs. The way in which CloudOlive presents the information required for reconciliations not only saves time, but also means that a lot of the work can be delegated.

“The responsibility for accounts has traditionally fallen to myself and my business partner,” said Graeme. “What have seen since the implementation of CloudOlive is that we are getting back roughly a day per month. That's a day we can spend working on the business, rather than working for the business. On top of that, we know the invoices we are sending out are accurate, which takes a lot of the stress off us.”

THE BENEFITS:

1 day per month
in meaningful time given back
to the business owners

\$4,800 per month
in revenue growth

Greater accuracy
of client billings
& usage transparency



THE RESULT:

Commenting on the Blue Arc implementation, Adam Ross, co-founder of CloudOlive said, "We are pleased to have Blue Arc IT Solutions as one of our growing list of customers, and pleased to see them identifying lost revenue, saving time and increasing their overall billing accuracy."

"It's been incredible to work with forward thinking MSPs such as Blue Arc IT Solutions as they gain meaningful time back all while playing a valuable role in shaping our product roadmap."

Want to see CloudOlive in action?

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