Tyneso Builds a Relationship Business with Continuum

Founded in 2005 as a value added hardware reseller, Tyneso soon shifted to a services model to give its customers even greater value. “We’re in a relationship business,” explains Tyneso Founder and Managing Director Steven Tytgat. “We’re not selling commodity products on a one-off basis. By serving as a trusted advisor for the long term, we help people transform their business to become more efficient and productive.”

Early in this transition, Tyneso found that day-to-day firefighting made it hard to focus on higher-level customer needs. “Our biggest problem was waking to discover that a server had gone down overnight and a customer had been losing productivity. We needed a way to provide 24x7 service.” With only a small in-house team at that stage, Tyneso needed to find an outsourcing partner of its own. “We were looking for a solution with people behind it, and only Continuum offered the round-the-clock coverage through its own Network Operations Center (NOC).”

Tyneso now relies on Continuum Command to manage and monitor every server and endpoint it maintains, backed by Continuum NOC services. Smaller customers with on-site servers also use Continuum Recover for backup and recovery, and every customer gets Continuum Fortify for Endpoint Security as well. “We’re actively pushing security solutions—we don’t want our customers to get hacked,” says Tytgat.

High-quality services mean happy customers

“Ten years ago you’d expect a server to crash now and then,” says Tytgat. “Today people expect nothing ever to go wrong.” With the Continuum NOC and Security Operations Center (SOC) on the job, Tyneso can provide round-the-clock coverage without having to grow its own technical staff. Delivering on higher SLAs with less downtime, the firm no longer worries about waking up to bad news. “Our customers are happier, and we’re more relaxed. That’s good, because burnout can be a problem in the MSP business.”

Revenues grow—and so does the business

Constant firefighting had previously made it hard for Tytgat to focus on growth. “We had plateaued as a business before Continuum,” says Tytgat. “Now I have the peace of mind to leave and meet with new prospects, and our revenues now grow at a double-digit rate every year. I’ve even been able to invest in building a new office for our firm.”
Tyneso now has aggressive growth plans targeting companies of 50–500 employees. “It’s very hard to find IT guys in our Benelux and German markets, and they’re expensive, so scaling up can be a major challenge. We’ve chosen to grow with Continuum. By letting them handle day-to-day RMM and firefighting, we can devote our resources to assisting our customers in developing a strategic IT plan for the future, as well as maintaining our current customer relationships,” says Tytgat.

**New offerings and deeper support strengthen relationships**
The addition of security to Tyneso’s service offerings has been powerful for both the firm and its customers. "Continuum Fortify for Endpoint and Network Security was an eye-opener for us," says Tytgat. "Continuum helped us develop a better security business than we could have built ourselves. Instead of having to assemble our own offering, everything we need is in the portal. That means Continuum partners can go to market tomorrow instead of six months from now." By upselling its existing customers to its new security offerings, Tyneso can increase revenue per customer at the same time it grows its customer base.

The dedicated technical staff provided by Continuum for Tyneso provide greater value. "We’ve got techs trained by Continuum who work exclusively for us, which means we can teach them more about our customers’ business. It’s so much more effective than just providing generalist, one-size-fits all service," says Tytgat.

**Looking back—and looking ahead**
Reflecting on his firm’s experience with Continuum, Tytgat offers this advice for other MSPs: “You have to look at Continuum or any other vendor as an ecosystem, not just a standalone product, because that’s where the value lies. If Continuum Fortify for Endpoint and Network Security raises an antivirus alert on a customer’s server, a Continuum NOC staffer can come in through Continuum Command to restore the file. That’s much simpler than having to work through multiple vendor products to do the same thing.” The Continuum ecosystem also includes the community of peer customers and industry partners who attend the Continuum Navigate event, which Tytgat recommends strongly. "It helps you improve and sharpen the solutions you deliver to your customers."

Tytgat is confident that Continuum will keep pace with its needs as its business grows. “Continuum is continuing to meet new needs and solve new problems. Last year we were concerned about ransomware, and Continuum provided the solution we needed, when we needed it.” With the peace of mind Continuum makes possible, Tytgat is currently transitioning out of hands-on project work to focus on new business development, maintaining customer relationships, and strategic growth. “If you’re in a restaurant with a prospective customer and they see you getting constant panicked calls on your phone, they’re going to look elsewhere. With Continuum, we can relax and do business.”