

CASE STUDY

IT MSP bootstraps with GFI and wins 730 license KerioConnect deal with edu customer

iSync

The logo for iSync.io is centered on a dark blue background that features a blurred image of server racks. The logo consists of a stylized white figure with a circular head and a curved body, followed by the text 'iSync.io' in a white, sans-serif font.The logo for GFI Software is located at the bottom of the page. It features the letters 'GFI' in a bold, dark blue font, followed by the word 'Software' in a lighter blue font. A small 'TM' trademark symbol is positioned to the right of the word 'Software'.



About the client



iSync.io solutions was born out of the expertise and experience of GetSync'd, the original hosting provider for KerioConnect and its cloud based solutions.

The team at iSync.io provides the latest KerioConnect products with the grounding and product knowledge required to deliver a truly personal and consultative experience for their small and mid-sized business clients.

Founded in 2018 with just KerioConnect as its core offering, iSync.io now works with several GFI products, to service an expanding client base across the United States.

The team uses their expertise and best-of-breed technologies in order to provide customized cost-effective solutions to clients , and to deliver high quality products and services across their entire customer base.

In addition to the GFI Software portfolio, iSync.io also caters to file sharing, security, and telephony products, with a primary focus on servicing healthcare, legal and educational customers.



Why did iSync.io engage with GFI Software?

The iSync.io team started doing business with KerioConnect at the heart of its product offering. They have been a focused KerioConnect and KerioControl solution provider, and an enthusiastic advocate of their products from the very beginning.

We met with the Chief Executive Officer of iSync.io, Kevin Davy, and Chief Operating Officer, Scott Bowen, to hear about their journey with GFI Software.

“Our success has been with GFI. We started off as a company bootstrapped, introducing GFI products from the get go. We’ve always had GFI,” said Scott.

With a special focus on KerioConnect and KerioControl, iSync.io engaged with GFI Software in 2018 and have subsequently built a solid and rewarding partnership.

Both Kevin and Scott agreed that the ease of use made GFI Software very easy to work with. In particular, what stood out was the fact that customers didn't feel the need to contact them for guidance on how to use the software. *"GFI not only has great products, but they're very customer friendly. The UI's are easy and understandable, and products require no training, which makes them extremely easy to work with,"* explained Kevin.



What are some of the benefits of working with GFI?

GFI Software offers a direct working relationship with resellers, with top partners each having a dedicated account manager along with access to sales engineering and marketing resources.

When asked about the benefits of working with GFI, the iSync leadership team was quick to point out great margins, easy to use and intuitive software, and a fantastic channel enablement team. *"The GFI Software team has been amazing. They have a great partner relationship program, attractive margins, and great products with excellent support. We can't move forward without that,"* said Scott.

GFI products have always helped open the door to new business for iSync.io. Kevin and Scott acknowledged that the products had helped them grow across different portfolios in the past, and continue to help drive even more new opportunities today.

"If we didn't have GFI products to offer, then we wouldn't be able to have revenue coming from all other streams, such as support, configuration, and things of that nature. It's not just the product side of it, it's how GFI software opens the door for us to tackle other services," Kevin explained.

The iSync.io team has successfully provided several custom-built cloud solutions for KerioConnect and KerioControl across the United States.

"iSync.io has always had a keen eye on cloud based security. We host small and mid-sized businesses all around the US," Scott shared.

Scott went on to point out that, *"40-45% of iSync's revenue came directly from GFI product sales. With the majority of revenue coming from opportunities that GFI helps open doors to."*

Adding to this, Kevin said “GFI products have played a key role in driving revenue and almost 75% of all of iSync.io’s revenue is indirectly related to GFI in some way”

The iSync.io leadership team talked about how their focus had initially been KerioConnect and KerioControl, and that both products had been instrumental in helping their business grow. The team wants to now expand their solution set and provide more products from GFI’s portfolio.

“KerioConnect and KerioControl are both excelling in license renewals and new license sales, and we are interested in expanding our product offerings to other GFI products,” said Kevin.



The Future with GFI

With a portfolio of products available for iSync.io to sell and support with GFI’s help, Kevin and Scott believe there is tremendous opportunity for growth. *“We engaged with GFI because we saw a lot of value in other GFI products we could add to our toolbelt and increase our revenue,”* said Scott.

The iSync.io team is currently setting up an infrastructure to test additional GFI products and identify solutions that can help solve customer challenges.

The team takes products of interest and deploys them in a sandbox environment in order to learn how customers can benefit from them. *“We’re setting up an entire new testing infrastructure to dive in and get our hands dirty to find out what GFI products would match our customer needs,”* Kevin explained.

To help with iSync.io’s growth, GFI Channel Account and Marketing Managers are meeting with the team to identify growth opportunities. *“There hasn’t been more excitement in iSync.io than within the last 2-3 weeks since your team has been working with us to take our relationship to the next level,”* said Scott.

The GFI Sales Engineering team will also be meeting with iSync.io to provide more details on products their team is interested in. This will include product demos, overviews of value propositions, and key selling points.

gfi.com/partner