



Acronis Advanced Automation is an invoicing time saver for Racom Business

Chicago-based service provider reduces invoice generation time from days to hours with Acronis Advanced Automation

Background

Racom Business is a Chicago-based managed service provider (MSP) that serves organizations of all sizes and vertical markets, including small businesses to Fortune 500 companies. Established in 2014, Racom Business is a business telecom and software solutions provider that offers robust services, including mobile, IP telephony, connectivity, business applications, cloud storage and IT support. Racom Business not only helps businesses affected by ransomware, but also solves the modern IT problems their clients face, such as resolving backup issues, managing technologies from different vendors and navigating IT complexities. By working closely with clients as an extension of their team, Racom Business delivers comprehensive support in every area of IT.

The team is committed to providing tailored, cost-saving solutions that unify communications services that benefit their clients' businesses. In fact, Racom Business has expanded its international reach with services in a growing LATAM market.

Challenges

Racom Business had to manually track their clients' contracts. As their client base rapidly grew, the team recognized their PSA tool was not an ideal fit. The solution was complex, inefficient and difficult to use, making it challenging for the Racom Business team to keep up with back-office responsibilities. Additionally, Racom Business experienced poor technical support with their PSA vendor. According to Alex Presman, President, Racom Business, "It was very complicated. There was no support to open tickets, to get someone on the phone

KEY CHALLENGES

- Time-consuming manual invoicing tasks.
- Complex professional services automation (PSA) software.
- Lack of support with the previous vendor.

KEY REQUIREMENTS

- Robust contracting and invoicing features.
- Ease of use and streamlining capabilities.
- Knowledgeable and responsive vendor-service provider support.

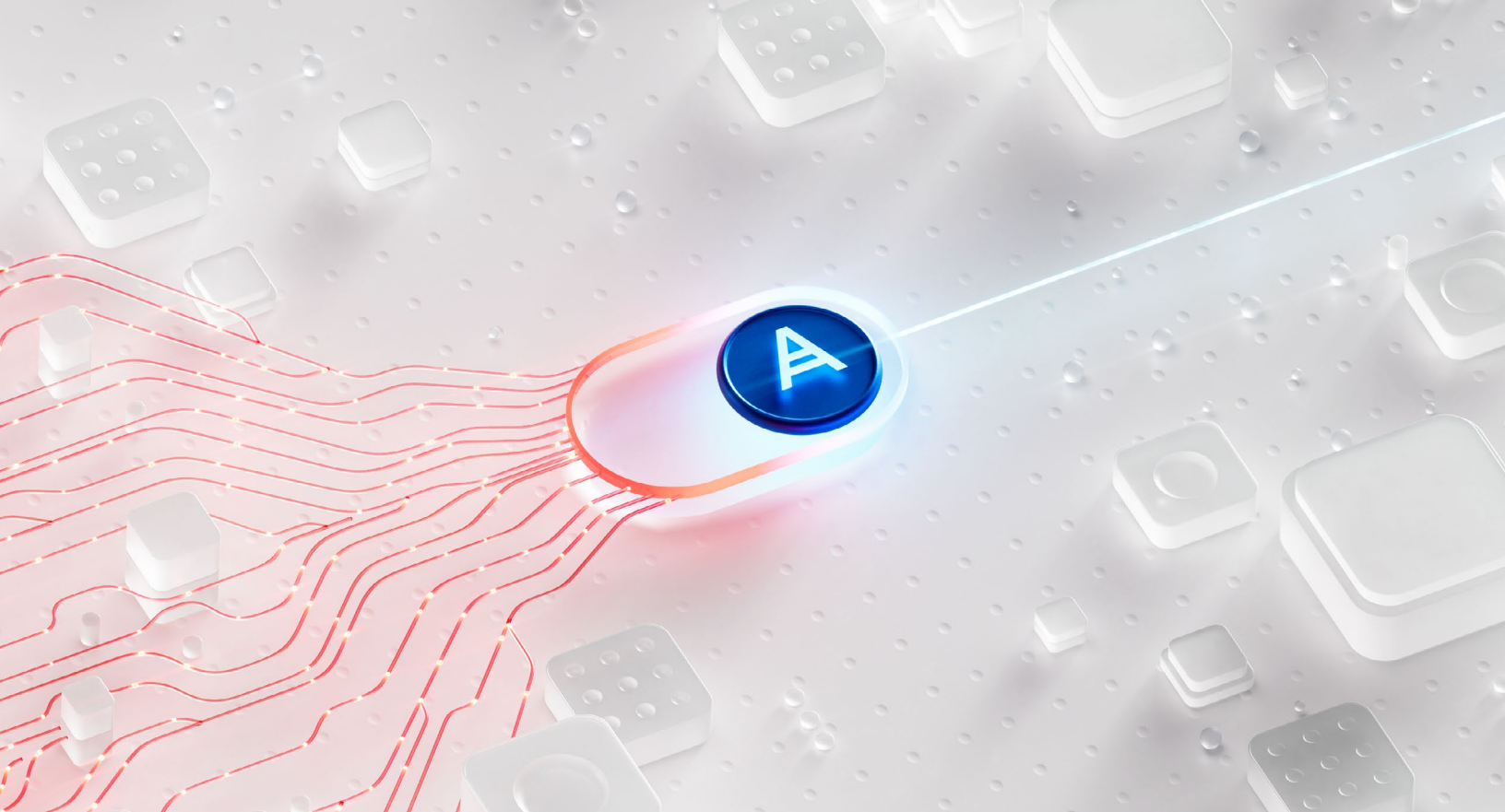
NUMBER OF CLIENTS

- Nearly 1,000 clients.

KEY BENEFITS

- Integrates with [QuickBooks Online](#).
- Helps keep track of and maintain accurate invoicing.
- Reduces billing time from days to hours.
- Eliminates manual invoicing processes and improves operational efficiency.





to help or to cancel. And then, our vendor deceived us on the amount of the contract. We just had a bad experience with them. To use their solution required a big learning curve, and we really didn't get much help."

Racom Business required a business automation solution that had robust contracting and invoicing capabilities that would empower Alex and the team to streamline and accelerate back-office activities. For Alex, automation would be pivotal to alleviating Racom Business of time-consuming, manual tasks such as tracking their clients' account details, service utilization, contracts and invoices. The new solution needed to be easy to use and generate financial KPI reports that are simple to interpret, can track financial metrics and are comprehensive. The reports equipped Racom Business with greater visibility into their clients' accounts.

Solution

Racom Business discovered Acronis Cyber Protect Cloud with Advanced Automation after meeting one of Acronis' lead product managers. For Racom Business and the team, establishing a strong solution vendor-MSP relationship was integral to keeping the business' growth on track. After learning about Acronis Advanced Automation's robust business automation capabilities, Racom Business determined it was the best-fit solution, especially its robust contract, billing and invoicing functionalities.

Acronis Advanced Automation helps modern MSPs boost profitability and streamline business operations. With centralized control and management of back-office functions, complete time tracking, staff utilization views and automated, consumption-based billing, Acronis empowers MSPs to gain full visibility of their contracts, service delivery, tickets and work items — maximizing revenue and improving client trust. The standout features within Advanced Automation include automated billing and invoicing, integrated service desk capabilities, SLA tracking, automated time tracking, prebuilt KPI reports, and dynamic reports focused on SLAs, NPS, profitability and management costs.

"Acronis Advanced Automation makes billing much easier, and the process of invoicing is much quicker, too. We create the contract, and by pushing a button, it sends the invoice to QuickBooks and then we double check everything and send it out."



Alex Presman
President, Racom Business

The result

Racom Business now has valuable insights into all the details of their clients, such as what services they utilize, the length of their contracts and other beneficial information that could help shape Racom's business strategy. Alex and the team can also review and extract meaningful insights from financial KPI reports to measure the success of Racom Business's services and support data-driven business decisions. The solution's billing and invoicing capabilities foster more accurate and timely billing cycles, and automates the most labor-intensive back-office processes, and improves time utilization and operational efficiency.

Leveraging [Acronis' Advanced Automation onboarding service](#), Alex noted the personalized support from an Acronis representative. "He is very responsive, which we are huge on. If I have an issue, I email him, and he gets back right away — problem fixed — or we get on the phone. He has been very hands on, and it has been easy to get things up and running," said Alex.

Alex uses the solution nearly every day and noted a significant impact on the amount of time the solution

had saved the organization. Finally, Racom Business was delighted by the solution's ease of use, including the simple set up and administration.

"The amount of time it saves me — it allows me to do so much other stuff. Automation has just simplified everything and made it easier ... The manual process to go one by one to invoice maybe took me a few days. It's helped me bring it down to a few hours."



Alex Presman
President, Racom Business

A spotlight on integration

Alex and his colleague, Walter Crigler, Vice President of Operations at Racom, noted the integrated approach between various Acronis ecosystem solutions. For instance, Racom Business uses Acronis Cyber Protect



Cloud with Advanced Automation and Advanced Management. When asked about their integrated cyber protection experience, Crigler said, “That is a huge part of it. Trying to keep things into one console is very helpful — one place to go look at all that stuff. One thing that we really liked about Acronis is its newer technology. Everything operates efficiently.”

Moreover, it was a bonus that Acronis Advanced Automation integrates with third-party tools such as QuickBooks Online accounting platform. Alex reported that the QuickBooks integration was seamless and accelerated the invoicing process, invoicing clients more swiftly. Racom Business is actively building out more integrations within the Acronis Cyber Protect Cloud ecosystem, including recently adopting Advanced Management remote desktop that the team has implemented and is aggressively building out.

About Acronis

Acronis is a global cyber protection company that provides natively integrated cybersecurity, data protection, and endpoint management for managed service providers (MSPs), small and medium businesses (SMBs), and enterprise IT departments. Acronis solutions are highly efficient and designed to identify, prevent, detect, respond, remediate, and recover from modern cyberthreats with minimal downtime, ensuring data integrity and business continuity. Acronis offers the most comprehensive security solution on the market for MSPs with its unique ability to meet the needs of diverse and distributed IT environments. A Swiss company founded in Singapore in 2003, Acronis has 45 locations across the globe. Acronis Cyber Protect Cloud is available in 26 languages in 150 countries and is used by over 20,000 service providers to protect over 750,000 businesses. Learn more at www.acronis.com

