

From Fragmented IT to \$9,500 MRR



CUSTOMER
Multi-location
financial
company

CHALLENGE:
Fragmented
IT services

SOLUTION:
ANCERO

BUSINESS WON:
\$9,500
MRR



The Challenge

A multi-location company struggled with fragmented IT services from various MSPs, causing inefficiencies and gaps. They wanted to consolidate cloud services under one provider for consistency across all locations. Realizing the complexity and scope of the challenges, the technology advisor saw this as the perfect opportunity to involve Jason Kaufman, Principal Architect from the Telarus Sales Engineering team.



The Discovery Process

Through ongoing discussions, the TA discovered an opportunity to support their growth and strengthen their IT systems for the future. An agnostic assessment revealed the need for simplified management, Microsoft 365 expansion, Azure data center migration, and cybersecurity improvements aligned with CIS framework requirements.



The Solution

The TA brought in Ancero as both an MSP and MSSP to address financial regulatory needs, including Payment Card Industry (PCI) compliance and other frameworks. The engagement started at \$6,600 MRR and grew **50% to \$9,500 MRR within a few months**, demonstrating successful land-and-expand methodology. The customer achieved comprehensive cybersecurity and MSP services for less than the cost of one or two employees, while eliminating vendor management.

KEY TAKEAWAYS

Be Thorough

A thorough discovery process can address immediate needs and future goals.

Do Your Compliance Homework

Don't miss critical gaps.

Build Trust

Start by solving early needs, then expand services over time.

Contact your Telarus Partner Development Manager for a consultation.

[CHECK OUT THE FULL INTERVIEW HERE →](#)

