13 MUST SEE CHARTS

HOW DO YOU MEASURE UP AGAINST TOP IT SERVICE PROVIDER BENCHMARKS?
The *IT Service Providers Benchmarking Study* was conducted in February 2013 by Decision Tree Labs and commissioned by Autotask.

The study results indicate a strong shift toward utilizing business metrics to ensure long-term business health and growth.

The charts that follow are intended to serve as benchmarks for IT service providers worldwide.
What's your revenue growth forecast for 2014?

Benchmark your business:

54% of survey respondents forecasted revenue growth above 15% for 2013.
Where will you make the most money in 2014?

Benchmark your business:

IT service providers ranked maintenance and support services as the highest revenue generators. The lowest revenue generator was app development and maintenance.
What are your business priorities in 2014?

Benchmark your business:

Business priorities and budget are largely tied to cloud, SaaS and the consumerization of IT.

Clients are changing their buying behavior.

Top Changes in Client Budgets & Business Priorities

- Utilize more cloud-based apps
- BYOD/BYOA
- Demand for short-term ROI
- Move from CAPEX to OPEX investments
Managed Services = Growth

Do you agree with that equation?

63% of IT service providers ranked managed services as their number 1 source of growth this year — a nearly 20% increase over 2012.

2013 Growth Potential by Contract Type

Managed services trumps all.
Which market will you tap into for growth in 2014?

Year over year, IT service providers predicted a shift from small to mid-market clients with nearly half reporting mid-market was their largest area for growth in 2013.

Bigger clients, bigger challenges.

2013 % of Predicted Growth by Segment

- Small Business (1-24): 34%
- Medium Business (25-99): 48%
- Large Business (100+): 18%
How will you determine your most valuable client in 2014?

IT service providers rank profitability as the top metric for assessing client portfolios.

Access to data in Autotask allows for fact-based decisions that increase profitability... see a client case study.

What Your Most Valuable Clients Are Measured On

<table>
<thead>
<tr>
<th>Metric</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross revenue</td>
<td>0%</td>
</tr>
<tr>
<td>Net profit</td>
<td>5%</td>
</tr>
<tr>
<td>Annual renewal/longevity</td>
<td>10%</td>
</tr>
<tr>
<td>Highest satisfaction</td>
<td>15%</td>
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</tbody>
</table>
Will you measure what matters most to the health of your business in 2014?

Nearly 50% of IT service providers rank customer satisfaction as a high-priority metric related to the health of their business, yet only 10% measure it.

<table>
<thead>
<tr>
<th>Business Health Metrics by Rank of Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOST IMPORTANT</td>
</tr>
<tr>
<td>SLA performance</td>
</tr>
<tr>
<td>Technician utilization</td>
</tr>
<tr>
<td>Profitability by contract type</td>
</tr>
<tr>
<td>Profitability by customer</td>
</tr>
<tr>
<td>Customer satisfaction</td>
</tr>
<tr>
<td>LEAST IMPORTANT</td>
</tr>
</tbody>
</table>

Happy clients, healthy business
Did you know it costs 5-8 times as much $ to get new customers than to hold on to existing ones?

Benchmark your business: Over 60% of the IT Service Providers surveyed using an IT business management platform reported client renewal rates in excess of 90%.

Happy clients are stickier.
How often will you solicit feedback in 2014?

Benchmark your business:
If you’re not already surveying your clients for feedback on your services, start now.

Customer satisfaction data can be captured in a number of ways:
- Tracking call center data
- Direct tech interaction
- Surveys

Learn more about how to use surveys effectively to increase client satisfaction and retention.

Getting feedback: Daily. Monthly. Not at all?!

Client Feedback Solicitation Frequency
61% of IT service providers surveyed reported that they exceeded 81% of their SLA response times.

Solid SLA Performance = Solid Brand

% of Time SLA Response Times Are Met

- 71-80%
- 81-90%
- 91-100%

See how to optimize your service desk operations.
Is this how you would describe your top tech?

Top attributes of top technicians:
1. Tech knowledge of products
2. Customer satisfaction ratings

How The Most Valuable Techs Are Measured
The majority of IT service providers reported targeted billable time for technical staff is 80%, but less than 20% achieve it.
Conclusion

As the results from the IT Service Provider Benchmarking Study illustrate, best-in-class service providers are applying business data and analytics to increase business operation efficiency, boost customer satisfaction, and drive profitability and growth.

Want to attain these benchmarks in your business? Contact us to hear how Autotask clients meet and exceed revenue growth projections, profitability, utilization targets and client satisfaction.

About Autotask

Autotask Corporation provides the world’s leading hosted IT business management software to organize, automate and optimize business operations from a single, cloud-based platform that is accessible from anywhere. Built on ITIL best practices, Autotask integrates all critical business systems—CRM, Service Desk, Contracts, Project Management, Billing, Reporting—to help customers sell, implement and manage technology products and services more efficiently and profitably. Learn more at autotask.com