

Network Essentials – Charlotte’s Premier IT Provider

CASE STUDY

AT A GLANCE

Network Essentials engaged with RedVine Operations in 2021 to help sort out what was hindering their growth. Day to day fires seem to get all the attention while growth and profit suffered. With RedVine’s help they quickly identified their issues and grew rapidly.

KEY METRICS

Using RedVine’s coaching programs, the company grew from \$1.3m to \$4.1m in just three years (compounded annual growth rate of 47%) while also growing EBITDA by over 870%!



47%
CAGR



870%
EBITDA INCREASE

“...we progressed as a leadership team and the processes implemented by RedVine removed the barriers to growth.”

Doug Weatherly
COO
Network Essentials

CHALLENGES



Network Essentials floundered for several years and just could not get traction. The day to day grind of support and client emergencies seem to limit the ability to grow. The team struggled to understand their role and everyone seemed to wear many hats. They had trouble measuring profitability much less generating it.

SOLUTIONS



RedVine Operations implemented their MSP Growth Program that provided one on one coaching and group facilitation to bring the leadership team together, help define roles and implemented needed change to get everyone focused on their “highest and best use.” After that the team engaged RedVine again to implement their MGEN Managed Lead Generation Program.



Get Focused



Develop Leaders



Implement Lead Generation

BENEFITS



Focus

1

RedVine worked with Network Essentials to implement a business operating system, helping them to focus on what is important.

Leadership Development

2

Working with RedVine weekly, the team grew in their leadership ability, slowly taking over management of more and more, freeing up senior leadership.

Lead Generation

3

Once stabilized and ready for scale, RedVine implemented MGEN, a managed lead generation program.

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BACKGROUND

In 2021, after twenty years of business and years of struggling to get to the next level Network Essentials needed a solution. The staff was frustrated, the day to day struggles seemed to overshadow any attempts at growth and scale, and the sales pipeline was completely dependent upon referrals.

Enter RedVine Operations--an MSP growth company focused on helping MSP's grow and dedicated to eliminating the ceiling that seems to hinder scale. Through coaching and the implementation of operational maturity best practices, RedVine can take any MSP from "floundering" to success.

Engaging with RedVine from a period of 2021 to 2024 and utilizing multiple services offered, Network Essentials was able to stabilize support, recruit great talent for their service desk, build a leadership team, and get focused to align the leaders with the annual goals of the organization. Once the structure was in place and the processes necessary for scale were employed, Network Essentials once again called on RedVine to implement their lead generation program, which significantly enhanced their growth through sales process and management.

RESULTS

Network Essentials investment in RedVine Operations resulted in phenomenal growth, including a 47% annual revenue growth, increased head count from 6 full time employees to 20, and an EBITDA increase of over 870%!

"We had been floundering for a few years. Life was stressful managing costs while having to help with the day-to-day grind of the help desk. We decided in 2021 that something needed to change so we enlisted Joe and his team at Redvine to help implement EOS. Joe was helpful and motivating right from day one. He facilitated all our meetings and kept us moving forward.

We found that as we progressed as a leadership team, our revenue and profit started to grow. Using RedVine, we were able to scale the business and go from six total staff members to over twenty. We went from \$1.3mm per year in revenue to \$4.1mm per year in just three years. Our EBITDA grew 870% in that same three years. I have nothing but good things to say about the company and the process."

Doug Weatherly
COO
Network Essentials

RedVine provides MSP leadership development, one on one coaching, Lead Generation and M&A services to Managed Service Providers (MSP) to accelerate growth, drive positive culture and improve company value. Engage with a RedVine business coach today to see how we can help. Learn more at www.redvineops.com.