

# How Addigy Helped Valiant Technology Increase Its Revenue by 33% and Boost EBITDA by 8%

- **Georg Dauterman is the founder and president of Valiant Technology.** When the pandemic started in 2020, Georg knew he had to find a way to stand out from the competition to build a more sustainable, profitable business.
- **Georg had been a Mac enthusiast for years** and knew that supporting Macs would increase his profitability as an MSP. With the help of Addigy, Georg took advantage of that opportunity — and grew from managing about 1,500 endpoints at the start of 2020, to more than 3,500 in 2023.
- **By using Addigy to better serve Mac customers,** Valiant honed in on what they did best — leading to seven figures of revenue growth and a jump from 2% to 10% EBITDA.

## THE PROBLEM

### Creating a Sustainable, Profitable Path Forward in a Rapidly Changing World

As the realities of the COVID-19 pandemic set in, Valiant Technology knew it needed to focus, fast. If they wanted to not only survive but grow in the new remote-work era, Georg's team needed the right tools to overcome a few critical challenges.

**Shaky profitability:** Valiant, like many MSPs, struggled to achieve sustainable profitability. The realities of the pandemic only increased the pressure to quickly figure out a better, more profitable path forward.

**A desire to better serve Mac customers — and Windows customers:** Georg knew that the key to solving the profitability problem was serving more customers. With the right platform, he could become one of the few MSPs who could meet clients where they were at — by serving both Windows and Mac users.

He just needed the right platform to manage the Apple device side of that equation.

**A need to scale:** Georg had a talented, versatile team who offered great client service. But he also knew that in order to scale, his team needed tools that would reduce their manual workload and allow them to offer better customer support.

With the right platform, the Valiant team could focus more on strategic work and growing the business.



## THE SOLUTION

### More Efficient Options to Offer Better Apple Service

Georg was thrilled to find Addigy — the only platform built specifically around the needs of MSPs who want automatic, reliable Apple device management. With its numerous capabilities, Georg could strengthen Valiant’s Mac offerings — and run a more profitable MSP business in the process.

**A platform designed for Apple devices:** Addigy was designed to give MSP owners like Georg the tools they need to better serve more Apple customers, including real-time remote control, continuous security, and a distributed IT platform. This opens up additional revenue opportunities, because now Valiant can help more than just Windows-based organizations.

**Real-time support capabilities:** Georg knows it isn’t just about adding more companies to their client roll. It’s about serving those organizations efficiently. The ability of Addigy to remotely, securely manage Mac devices in real time is critical for Georg’s team.

Using Addigy LiveDesktop, they can help clients at the speed of now, troubleshoot with ease, and provide the best user experience without needing to download additional software or rely on risky third-party tools.

**A user-friendly tool the whole team can access:** To serve more customers, Georg’s team has to be fluent in both Windows and Apple device management. By training every tech in Addigy, Georg can feel confident that any team member can solve any problem for any customer regardless of the platform.

“We have better engineers because our engineers are taught both platforms as part of their initial training. No one is allowed to say, ‘I’m a Windows person’ or ‘I’m a Mac person.’ Addigy gives our team the tools they need to better manage Mac devices and become more well-rounded, independent thinkers.”

— Georg Dauterman, founder and president at Valiant Technology



## THE RESULTS

### More Customers, Lower Costs, Higher Revenues

Because Addigy was built with the needs of growing MSPs in mind, Valiant can now serve more clients — and grow the business in a sustainable way.



### **33% revenue bump and 10% EBITDA**

After integrating Addigy and taking advantage of its automatic, reliable Apple device management, the Valiant team grew their top-line revenue by 33% in three years. In that span, they also went from 2% EBITDA to more than 10%.

All because of Addigy.

"Addigy is core to everything we do. When we look at all of our partners, it's up there in the top three in terms of importance to us and to how we actually deliver the service our customers need."

— Georg Dauterman, founder and president at Valiant Technology




### **Leaner, more productive staff**

With 3,500 total endpoints to manage now, it's more important than ever that Georg's team optimize their workflows as much as possible. Thanks to Addigy, his lean team can get more done, offer faster service, and provide a better client experience.



### **Empowered to grow**

For Georg's team, their ability to effectively handle both Windows and Mac machines is a powerful differentiator in the marketplace. While some MSPs may think it's difficult to build a sustainable business around Apple device management, Addigy has made it easy for Valiant to do exactly that — while still serving their Windows clients.



**"I'm a Mac champion. And Macs are really part of our DNA as a company. Addigy gives us the ability to keep building on that DNA and better serve our Mac customers."**

— Georg Dauterman, founder and president at Valiant Technology

VALIANT

### About Addigy

Businesses rely on Addigy to manage and secure their growing fleets of Apple macOS, iOS and iPadOS devices at the speed of now. It is the only solution that delivers real-time and continuously connected Apple device management with support for both Apple MDM and DDM. Addigy's robust compliance, non-invasive management, and simple user interface empowers MSPs to grow their business and enterprises to manage distributed IT at scale. Through continuous innovation, unparalleled customer service, and deep expertise, Addigy is driving the future of Apple device management.



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