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# Blackbird IT Experiences 50% Time Savings Quoting With Datto Commerce

Blackbird IT is a managed service provider (MSP) with 38 employees based in Adelaide, Australia that provides fully-managed information technology and consultancy services to more than 150 clients. Founded in 2007, Blackbird IT partners with clients to develop IT strategy and deploy uniquely designed systems and processes - empowering them to achieve more through their IT.

Two years ago, Blackbird IT began looking into replacing their quoting and procurement platform because their existing tool was cumbersome. They needed a solution that was easier to use – both internally and on the client side – and would improve quoting efficiency. Brendan Rose, Sales Manager at Blackbird IT, began searching and evaluating replacements.

Rose and the Blackbird IT team were intrigued by the modern and intuitive user interface that Datto Commerce offers, which enables the entire sales staff to create quotes quickly and easily. "Anyone on my team can build templates – they don't need to be specialized in it," said Rose. Professional, easy-to-digest, Blackbird IT-branded quotes are now created in less than half the time it took with their previous tool--and if templates are used, they can be produced in less than a minute.

Another major reason Blackbird IT selected Datto Commerce was client experience. Rose noticed that the sales cycle and turnaround times have noticeably shortened – not just because the vendor data feeds within Datto Commerce improve quoting speed and accuracy – but because clients are able to easily interact and modify the device-responsive quotes, and accept them with the press of a button instead of having to print and sign PDFs.

In addition to improving quoting efficiency, Datto Commerce has helped drive incremental product revenue for Blackbird IT. More than a quoting tool, Datto Commerce is an eCommerce platform with an online storefront where clients can purchase approved products directly from the MSP. MSPs have the ability to approve customer orders, and cancel if required. Blackbird IT has enabled their clients to quickly and easily purchase products online with no quoting required, resulting in more than $10,000 of incremental, transactional product sales per month.

"We sold 60 Android phones to one of our major clients. I've never sold an Android phone in my life, but we sold 60 Android phones through our web shop to this client, with no touch" says Rose. "Those are sales we never would have



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**OUR MANAGEMENT AND SALES STAFF LOVE DATTO COMMERCE, AND IT HAS BEEN KEY IN OUR SALES SUCCESS. THE CUSTOMERS LOVE IT. IT'S A DIFFERENTIATOR FOR US.**

**Brendan Rose**
Sales Manager

had without Datto Commerce. It's difficult to go out and purchase 60 Android phones, but they knew what they wanted and they were able to place an order and receive their phones within a week. Now they transact thousands of dollars online from us most weeks because it's on an account with a trusted service provider, and Datto Commerce makes it easy. All of our new clients regularly comment on how easy it is to purchase from us online."

"We couldn't be happier. Our management and sales staff love Datto Commerce, and it has been key in our sales success. The customers love it. It's a differentiator for us – we've won business because of it. You have to make it easier for the client to buy, and Datto Commerce definitely does that."

To learn more about how Datto Commerce can help drive your quoting efficiency and product revenue, visit datto.com/products/commerce.

## About Datto

As the world's leading provider of cloud-based software and security solutions purpose-built for delivery by managed service providers (MSPs), Datto believes there is no limit to what small and medium businesses (SMBs) can achieve with the right technology. Datto's proven Unified Continuity, Networking, and Business Management solutions drive cyber resilience, efficiency, and growth for MSPs. Delivered via an integrated platform, Datto's solutions help its global ecosystem of MSP partners serve over one million businesses around the world. From proactive dynamic detection and prevention to fast, flexible recovery from cyber incidents, Datto's solutions defend against costly downtime and data loss in servers, virtual machines, cloud applications, or anywhere data resides. Since its founding in 2007, Datto has won numerous awards for its product excellence, superior technical support, rapid growth, and for fostering an outstanding workplace. With headquarters in Norwalk, Connecticut, Datto has global offices in Australia, Canada, China, Denmark, Germany, Israel, the Netherlands, Singapore, and the United Kingdom.

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