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IT management platform

SUCCESS STORY



Corey Kirkendoll
President and CEO
5K Technical Services

Continuum and Robin Robins Empower 5K Technical Services with Powerful Combination of IT Management Software, Backend Services and Marketing Support

Corey Kirkendoll, President and CEO of 5K Technical Services, understands the importance of leveraging the right IT management platform while delivering effective marketing and sales programs to win and support new managed IT services customers. Fortunately, his partnerships with both Continuum and Robin Robins have delivered the perfect combination of tools and resources to enable 5K to successfully grow.



“We’ve been a Continuum partner for nearly three years and have certainly seen some growth during that time, but since leveraging Robin Robins’ toolkit in conjunction with Continuum we’ve been able to take things to the next level,” says Kirkendoll. “We’ve achieved 50% growth over the past 18 months.”

Continuum’s platform combines highly intelligent remote monitoring and management (RMM) and backup and disaster recovery (BDR) technology with an on-demand workforce of technicians, designed to empower MSPs to offload daily monitoring and maintenance and take on new customers with confidence.

“We were previously using a different RMM platform and certainly did our due diligence,” Kirkendoll explains. “We knew we needed a different solution that was easier to manage and would give us a better return on our investment—and after looking at Continuum, we realized it was a no-brainer. The technology and the support we receive from Continuum’s Network Operations Center are extremely valuable to us.”

“Having one dashboard and a single pane of glass to manage my business is huge,” he adds. “And the integrations that Continuum maintains with products like Webroot really help us manage things more efficiently—and the fact that Continuum is constantly innovating and updating its product portfolio is extremely valuable to us. Every month we receive a communication that explains what’s coming and what we should be expecting.”

When looking to acquire new leads and drive new business, Kirkendoll and the team at 5K understand the importance of targeted marketing programs and differentiating from the competition—but it’s something the company struggled with in its early stages.

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“We initially had a pretty scattered approach to sales and marketing,” he explains. “Robin Robins has helped us refine our focus and think outside the box, and we’ve been able to identify our differentiators and build processes that are both targeted and repeatable.”

“Robin’s methodology gives us a different approach to marketing and new ways of reaching out to our prospects and customers,” he adds. “Leveraging the right sales, lead nurture and marketing tactics has really helped us identify new opportunities—and Continuum enables us to capitalize on these opportunities.”

Looking to the future, Kirkendoll is confident that 5K will continue to grow and thrive—and that both Continuum and Robin Robins will continue to play an important role in the company’s success.

“I would rate both Continuum and Robin Robins a 10 out of 10,” says Kirkendoll. “Both of them have a huge impact in the way we run our business—we try to differentiate ourselves and engage with the best available partners in the industry, and we believe that Robin Robins and Continuum are both in that category and have set us up for success.”

