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Issue: January 2, 2023

ScalePad – Enabling SaaS-based IT Service Providers to Automate Service Delivery, Standardize Operational Processes and Drive Topline Revenues



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CEOCFO: Mr. Wensley, what is the concept behind ScalePad, and what is your focus today?

Mr. Wensley: ScalePad, as an organization, is focused on SaaS, or Software as a Service applications, specifically tailored towards the IT services industry. We focus on those IT service providers who are servicing both small and mid-sized companies with their IT needs.

We build a number of applications that help them automate service delivery, standardize operational processes, strengthen their interactions and their relationship with their customer, and create more profitable businesses for themselves, by driving topline revenue for the services they provide to their customers.

CEOCFO: What is the MSP industry like today? Are most MSPs working with outside companies such as ScalePad, or are they still developing on their own? Give a sense of the industry and the opportunity?

Mr. Wensley: The industry has gone through incredible transformation over the last decade, and even the decade prior to that. Being in technology, everything is always evolving. The IT service providers do a masterful job of leveraging, what we call, the vendor community or SaaS providers like ourselves, applications hardware, software, and services. Therefore, the majority today are leveraging vendors such as ScalePad to deliver those services to their customers.

Occasionally some of them are still doing some custom development work. However, there are so many solutions tailored to what they are trying to achieve, they're much more likely to be using vendors such as ScalePad to deliver services.

CEOCFO: *Would you give us an example of something that MSPs commonly use from you, and something that has not quite caught on yet? What is it about your solutions that is better, faster, cheaper, easier, or different from some of the others?*

Mr. Wensley: One of our primary applications helps IT providers [manage the hardware and software assets](#) on behalf of their clients. The challenge was not that the IT provider, the MSP, did not understand that market, or understand the devices, or deploying them. But as you could imagine, once you have 50 or 100 small or medium businesses that you are servicing, you might have 5,000, 10,000 hardware assets alone. Therefore, we help them, through integration with other technologies, automate the understanding and comprehension of every single device that they have under management.

We lay it out in a multi-tenant way so that they are able to look at all of the devices that they're managing across all of their customers. We specifically lay it out by customer, and most importantly, pull in aggregated data of age of equipment and some of the software applications that might be running on that equipment.

Really, our value proposition is to automate manual tasks for the IT service provider, and give them much more comprehensive, real-time data, and insights on their customers, and their ever evolving technology stack.

CEOCFO: *Different manufacturers change in quality, in service, in products, over time. How do you keep up with what you need to tell your clients, such as when it might be time to dump certain products and look at others?*

Mr. Wensley: We're hitting the point of the complexity of the marketplace, where not only technology continues to age inside these environments, but different types of technologies or hardware devices also have certain attributes that they may want to fixate on. Through our vast integration network inside the application, we help IT service providers readily know the information that they need.

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For example, if one hardware manufacturer — whether it be a server or a switch, or even a workstation — if those are falling out of favor inside the marketplace, then our applications allow you to very quickly decipher where those devices are sitting, how old they are, and help you with a strategy to retire them and put in new equipment when necessary.

CEOCFO: *Are you able to keep up with the trends, let your customers know what might be coming up, or is that too much to ask?*

Mr. Wensley: That is a great question. It is literally the cornerstone of what we provide — the ability to understand what is coming in the future, and what they need to start planning with their customers. Whether that is a complete revisit of the technology stack they are using, or just a natural refresh of aging equipment.

Many MSPs try to standardize the devices or the software stack they are using. But every time you acquire a new customer, they obviously have not had the forethought to standardize to your desired portfolio. Therefore, we help them manage the diversity of the networks that they would be looking after.

CEOCFO: *ScalePad has four core pillars: people, products, Partners, and performance. Would you tell us about your Rocketeers?*

Mr. Wensley: We cannot do any of it without the people, our Rocketeers. So "people" is our primary core pillar as an organization. No matter what you might think of as far as dreaming up great new technologies, if you do not have the people to build those products, you cannot get it done. The people need to be dedicated to the value that we are delivering to our Partners, our customers, and understand what they go through on a daily basis. We cannot really help our customers solve problems if we do not clearly understand them.

Having a dedicated team, cross-functionally working towards a common goal, has really paid dividends. Not only for our product innovation, but certainly for our Partners. That ultimately results in performance. Performance certainly for our business, but we also utilize that core pillar to keep in mind how our applications are used by customers to increase their

business performance. Therefore, not all of those are internally facing. They are both internally facing as a company, as well as externally out to our partners. It is critical to our success.

CEOCFO: *Would you tell us about your geographic range today?*

Mr. Wensley: Being a SaaS company obviously opens up a world of opportunity for us. We are a Canadian-based organization, with some US employees now. However, our [Partners are actually based across 80 countries](#), the majority of those being in North America. However, we are well dispersed across the globe for the use of our application by IT service providers.

CEOCFO: *Is there much difference in what your end customer might be looking for in different geographies? How do you recognize some of the nuances that might exist?*

Mr. Wensley: It can be. The differences geographically are sometimes based on technology evolution adoption. You will find different markets in different stages of maturity when it comes to application adoption. For example, we have gone through the evolution of the cloud infrastructure, but certain geographic markets were not as quick to adopt. Or sometimes the end user, who is acquiring the services of an IT service provider, might be slower and/or faster in adopting new technologies. It can depend, not only geographically, but it can also depend a lot on the vertical that is primarily being served by the IT service provider.

You may find that you have got a very mature, early adopter in a certain vertical, even though you are in a certain market, and you have got another adjacent vertical customer that is not as quick to adopt new technology. It is the real power and the value that an IT service provider brings to the table. We talk a lot about standardization, but they need to be servicing all different attributes, depending on the vertical that their customer base is in.

CEOCFO: *Do you do much outreach for customers today, or do MSPs know ScalePad at this point?*

Mr. Wensley: Yes, both. They know us because of the outreach that we have done. One of the things that's so great about this industry, being an evolving technology, there are many avenues for education and to share new innovations with the marketplace.

There are many large communities, in which the channel community and vendor community rely on to go and visit with hundreds, if not thousands of IT service providers at any given time. So while we are well known, we still continue to do outreach to make sure we are getting to the entire global marketplace.

CEOCFO: *What is Backup Radar?*

Mr. Wensley: Backup Radar is just a phenomenal application that helps IT service providers, again, automate standardized manual tasks when it comes to ensuring the backups that they have deployed into all of their customers are actually working. It is basically a [backup monitoring solution](#).

Some of the things that I talked about earlier, with the diversity of the technologies that an IT service provider is responsible for, they could be managing five or a dozen different backup solutions for their customers, depending on vertical, depending on when they acquired them. So Backup Radar helps them remove all the manual tasks across multiple backup solutions, and automates that entire system for them. What used to take hours of a technician's time, is now readily available.

It also helps them with the remediation process as well, creating a ticket. The whole industry has come a long way in the managed services evolution, to be much more proactive than reactive. However, there are still many manual paths in identifying a problem, creating a ticket, and then rectifying that problem and closing the tickets. Backup Radar not only automates the alert that there was a problem, or when it was successful, but it will help them with the ticket creation and closure if it remediates.

CEOCFO: *What are you surprised that we can do today with technology, and what are you surprised that we have not figured out yet?*

Mr. Wensley: What I love about technology today is — especially with what we have gone through over the last couple of years, and having to be an even more remote workforce — is that the ability to collaborate and communicate is just incredible. It really showed its value when we went to a more remote workforce during this period. Collaboration and

communication is the greatest attribute that we've had over this period of time. It has accelerated our ability to deliver information to a wider audience in diverse geographies.

Yet technology is the good and the bad at the same time. I think that one of the bad things it may have done is made everything too accessible, and the expectation of real time. That can be draining if you are always on and never off. I think the mental health aspect is an interesting one, as everything has become at our fingertips and readily available. Technology has certainly played a great role, but I think you need to be diligent about taking some time to get away from the screen once in a while.

CEOCFO: *We know business is going well as you were recognized as a Deloitte Fast 50 Program this year. How do you continue the trajectory?*

Mr. Wensley: It is a continuous path. So, we don't just see it as a big win and then how are we going to duplicate it. We really see it as the continued evolution of the business, and the opportunity that it delivers. Whether it's a new feature or new functionality inside the applications that adds value or draws a wider audience. Therefore, we see nothing but a continued trajectory of pretty significant growth for the organization.

We are in the business of innovation, so as long as we continue to strive to find the areas that we can improve on for the marketplace, we have no doubt in our ability to continue to deliver that innovation. This will result in continued significant growth for the company.

CEOCFO: *What, if anything, might someone miss, or misunderstand about ScalePad when they first take a look at what you offer?*

Mr. Wensley: Being a multi-product company now, we have services as well. Much of the time, the marketplace is looking for a single pain point solution, which is completely valid. However, the opportunity and the wow factor, is when you start to dig a little deeper — not only solving that specific problem, but what else can be derived in value from filling in that pain point.

It is always exciting for me when we talk to a Partner and fulfill a need that they might have, or advance them in some way, and then surprise them with something else of value out of the same application that helps them continue to evolve. As we continue to innovate the technology, it is a continuous education process for our Partners, their customers and ourselves, again, to always be improving on the solutions that we are delivering.