**INDUSTRY**
Landscaping

**PRODUCTS**
Remote Desktop, Cloud Dedicated with Windows Server 2019. VPS Hosting, High Availability Dedicated Hosting

**PAIN POINTS**
With Include's growth came administrative headaches - handling admin and IT needs for clients became incredibly time-consuming, hindering growth. Client onboarding and support ticketing was cumbersome and slow.

**HOW LIQUID WEB HELPED**
Liquid Web was able to improve new customer onboarding by customizing new servers according to the client's needs. Beyond that, Liquid Web handles the setup, management, and support of Include's servers - whether that is hardware or network support, monitoring, or system updates. Client tickets are also handled in a more streamlined process, and the tickets are handled right away.

# "Include Software Substantially Reduced Administrative Costs For Itself & For Its Clients With Liquid Web Cloud Servers"

Include Software offers landscapers a comprehensive and straightforward platform to elevate their business, handling everything from customer relationship management and scheduling to accounting and inventory management, making the company the only truly integrated software for the Landscaping Industry.

"Our company's goal is, and has always been, to offer a complete solution for our clients," says Nanette Seven, Vice President of Include. It's a commitment that has made Include a trusted name in the Landscaping Industry.

## Manual Onboarding & IT Administration Headaches

With Include's growth came inevitable administrative headaches—for the company and their customers. **Handling administration and IT needs for clients became incredibly time-consuming, hindering growth, and was ultimately taking away from the bottom line.**

"We couldn't keep doing in-house admin. We had to free our time so that we could dedicate resources to our growth," states Seven.

In addition to relieving them of their administrative and IT maintenance pain points, Include needed an IT partner who would streamline the onboarding process for new clients and, ideally, generate another profit stream for the company through a partner program.

# Liquid Web & Include—A Dynamic Partnership

When it came time to look for an IT Services Provider, Include knew what they needed:

- **Reliable, Streamlined, and Automated Processes.** A simple onboarding process would be crucial in supporting their company's growth.

- **Ability to Handle IT Infrastructure Maintenance.** This would allow Include to focus on app development and growth instead of administrative issues and complexities.

- **Ease of Execution.** Simplifying business would make life easier for Include—and their clients.

- **An Excellent Partner Program.** Liquid Web's Partner Program would offer the company an additional income stream with lucrative incentives.

> "
> Partnering with Liquid Web has been hugely beneficial to our clients. Liquid Web provides a seamless solution, and our clients no longer worry about taking care of servers.
>
> - Nanette Seven,
> VP Include Software
> "

"We were looking for something to solve our administrative headaches and trying to reduce how much time we spend with network professionals," Seven says. "After researching solutions, we knew Liquid Web was what we were looking for."

Include has been a Liquid Web partner since early 2018.

"Liquid Web's hosting services are so beneficial to our clients and us. **Since partnering with Liquid Web, our administrative costs have been cut by 50-70%," says Seven.** "Our customers' business is landscaping, not tech. Teaming up with Liquid Web hosting allows our clients to do what they're great at and makes the solution both easier and less expensive for clients."

## Preferred Hosting with Liquid Web

Include has clients based throughout the United States. "Clients come to us looking for a solution that will offer them a great range of benefits. When our clients are looking for hosting, I always recommend Liquid Web for their ability to create customized solutions," mentions Seven.

Some of Include's clients have an in-house infrastructure ready to transfer to the cloud, while others are brand new companies that Include refers to Liquid Web for cloud hosting. In either case, **Liquid Web is the preferred server hosting provider for Include Software, with fast and scalable builds that meet each client's specific needs, including a seamless onboarding experience.**

## COVID Circumstances Reduce Cloud Hesitancy

Before 2020, many Include clients had expressed apprehension about moving from an on-premise setup to hosting their workloads in the cloud. But that sentiment has changed dramatically.

"One of the things COVID has demonstrated to people who might have been hesitant to move to the cloud is that things can operate smoothly in a virtual environment," says Seven.

While much of the country has navigated lockdown and quarantine protocols, landscaping has fallen under an essential work category, so having the ability to access the workspace remotely has been critical. Liquid Web has been able to help every step of the way.

# How Liquid Web Helps

By outsourcing IT services to Liquid Web, Include has dramatically improved the onboarding process for their clients:

- **Seamless Onboarding.** Include works directly with Liquid Web to build new servers and packages based on the client's user size.

- **Managed Hosting.** Liquid Web handles the setup, management, and support of Include's clients' servers. The Core Managed tier of service includes hardware and network support, monitoring, system updates, data center infrastructure, and installation.

- **Support Ticketing.** Client tickets—which are rare in the streamlined process—are handled right away. It's a low-maintenance solution for Include and offers their customers seamless support from The Most Helpful Humans in Hosting®.

"It's been wonderful to be able to provide different solutions to our clients as their needs shift and change. Having the ability to talk directly with a dedicated rep at Liquid Web offers fluidity and customization our customers appreciate," says Seven.

When clients of Include move from an on-premise server or transfer from a different hosting provider, it is vital they have a smooth transition and easy onboarding process. Liquid Web ensures the client understands the process and has access to everything they need.

The partnership is a win for everyone. **Since moving from an on-premise setup to Liquid Web's Managed Cloud system, Include has seen several benefits, including cost reduction for clients, far less time spent on maintenance, and ease of onboarding and access.**

## A Partner Program That Benefits Everyone

"The Partner Program was very appealing," says Seven. "Not everyone offers something like that. Liquid Web's partner program gives us a stake in the game, offers an additional revenue source, and has resulted in a strong relationship. We know both parties have a vested interest in our shared success."

The Liquid Web Partner Program offers dynamic cloud hosting solutions to support partner growth. Liquid Web's dedicated expertise and support let their partners provide customers their very best.

## A Painless Partnership That Just Works

The impact of partnering with Liquid Web has been considerable—not only significantly reducing maintenance time but offering an additional stream of income through the Partner Program. Administrative costs have been reduced, and onboarding new clients has become painless.

Embracing all the perks of Liquid Web's Managed Cloud Servers has allowed both Include and their clients to step into a new era of growth.

## ABOUT LIQUID WEB

Liquid Web powers content, commerce, and potential for SMB entrepreneurs and the designers, developers, and digital agencies who create for them. An industry leader in managed hosting and cloud services, Liquid Web is known for its high-performance services and exceptional customer support.

liquidweb.com                    800-580-4985