

NG-IT Strengthens Customer Success through Partnership with 11:11 Systems



Challenges:

NG-IT's growth goals and commitment to a "customer-first" approach brought specific challenges to light, including:

- Overcoming gaps in managed services while maintaining trust with customers.
- Striking a balance between providing personalised solutions and scaling rapidly.
- Addressing customers' cybersecurity and data protection needs in a constantly evolving threat landscape.
- Ensuring seamless integration of innovative services into clients' existing IT environments.
- Building long-term customer loyalty and achieving consistent renewal rates for sustained business growth.

Solution:

- 11:11 Infrastructure as a Service (IaaS)
- 11:11 Managed Public Cloud
- 11:11 Disaster Recovery as a Service (DRaaS)
- 11:11 Managed Detection and Response (MDR)

Benefits:

- Driving 25% Annual Recurring Revenue (ARR) growth year-over-year.
- Achieving a 100% contract renewal rate for services involving 11:11 Systems.
- Strengthening NG-IT's ability to penetrate new markets, enhancing its competitive edge
- Delivering proven disaster recovery and cybersecurity success to customers
- Building mutual trust and transparency that fosters long-term business relationships

Profile:

- Industry: IT Services and Cloud Solutions
- Company Size: SME, specialising in tailored IT services for enterprise customers

Customer Overview

NG-IT is a UK-based provider specialising in cloud solutions, cybersecurity, and IT infrastructure services. Over the past 13 years, NG-IT has developed private, hybrid, and public cloud services that empower businesses to optimise their digital environments. They also offer advanced cybersecurity services, including penetration testing and managed security operations. Known for their customer-first approach, NG-IT prioritises trust, innovation, and resilience when designing solutions. For more information, please visit ng-it.co.uk.

Reinventing Operations

Seven years ago, NG-IT was at a strategic crossroads. The company built its reputation on a customer-centric approach with its core purpose focused on delivering traditional, on-premises infrastructure and bespoke IT solutions. But their growth goals were starting to bring new challenges into the picture: the company needed to overcome gaps in their managed services offerings while keeping the deep trust they'd established with their customers.

At the same time, the IT landscape was undergoing a massive shift. Customers now needed advanced cybersecurity and modern data protection solutions to address the constantly evolving threats, and they needed seamless integration of these solutions into their existing IT environments.

Meanwhile, NG-IT was facing structural business challenges. The company's customers were primarily making capital expenditure (CAPEX) purchases, which created unpredictable revenue cycles.

“NG-IT were very much a CAPEX-driven organisation,” explained Mike Lloyd, Sales Director and Founder at NG-IT. “Rather than us selling a platform over five years, we were selling a £500,000 solution—which was purchased up front—and off we go. As one of three owners of the business and sales director, I wanted some recurring revenue to help me sleep at night.”

The team at NG-IT knew that the company needed to transition to managed services in order to maintain consistent renewal rates, scale quickly, and build long-term customer loyalty. Now the question was whether to create their own services offering from the ground up with a Security Operations Centre (SOC), Network Operations Centre (NOC), and a large support team. Or find a trusted partner instead.

“We could have invested several million pounds into doing our own services, our own SOC, our own NOC, and everything else that goes with it. But we’d be competing with organisations that have been doing it for twice as long,” said Lloyd. “so we decided to do what we do best, which is review the market and see which organisations out there offer best-in-class solutions.”

Partnership Built on Trust

After a thorough analysis of a number of vendors, NG-IT chose to partner with 11:11 Systems. The company’s leaders recognised that 11:11 brings together more than 40 years of experience taking on the most difficult IT challenges and giving customers the outcomes they need.

To address their specific service gaps and provide customers with reliable, scalable infrastructure, NG-IT integrated a comprehensive number of solutions from 11:11 Systems, including Infrastructure/Cloud services, Managed Security, and Disaster Recovery as a Service. One of the primary reasons why NG-IT chose 11:11 as a partner? Trust.

“A key word I always use with my team and with customers is trust. If a customer does not trust us, they’re not buying anything from us,” said Lloyd. “The same goes for us with our partners and vendors. If the element of trust isn’t there, it’s just never going to work. One of the things that we have always found with 11:11 is that they understand how we work, and it is a joint approach.”

From the onset, 11:11 stood out for its transparent and collaborative approach. This partnership extends beyond technology, encompassing strategic business alignment and shared goals. According to Lloyd, “The relationship between our teams is seamless. It’s about customer loyalty, trust, and solutions that work.”

Solutions that Drive Results

Lloyd and NG-IT were also drawn to the 11:11 platform and integration of its solutions. Now their customers can benefit from technology that addresses their specific needs: solutions that can be managed simply and securely from the award-winning 11:11 Cloud Console.

Beyond the technology, the success of the joint solutions between the two companies is 11:11’s channel-friendly approach. NG-IT previously struggled with vendors who didn’t follow their own channel engagement model.

“We’d start off collaboratively with a net new opportunity; new ground for us and for the vendor. We wanted to build a relationship,” explained Lloyd. “We would then find out that the vendor who we’ve introduced wasn’t as channel friendly as advertised, which would impact on our relationship with them and more importantly with our valued customers.”

But by using a joint approach, NG-IT and 11:11 collaborate on customer conversations, technical scoping, and service coordination. Through the partnership, both teams identify opportunities and co-create solutions that are practical, scalable, and tailored to meet unique customer challenges.

“11:11 Systems doesn’t just deliver great products; it’s the combination of people, process, and service that makes them so valuable. Our collaborative efforts have been central to driving customer success,” said Lloyd.

Our partnership with 11:11 Systems is a mutually beneficial relationship that provides tremendous value. When I think about it, the way we work together—from people to processes—is second to none.”

Mike Lloyd, Founder and Sales Director, NG-IT

Delivering Quantifiable Outcomes

The measurable results reflect the strength of the partnership. NG-IT achieved a 25% increase in Annual Recurring Revenue (ARR) year-over-year and maintained a stellar 100% renewal rate on 11:11-related contracts. This success isn't just financial. NG-IT has also been able to break into new markets, broadening both the company portfolio and expanding customer success.

The partnership also achieved NG-IT's primary goal of building long-term customer loyalty through an OPEX model. The consumption-based approach provides customers with the flexibility they need and the ability to avoid up-front pricing. It also gives NG-IT predictable revenue and integrated service management through the 11:11 platform, while keeping customers connected.

“It provides us with a great annuity stream,” explained Lloyd. “We wanted customers to be stickier to us, and this is a big part of making that happen. If the customer is happy and they like the service and the support, then there is a very high probability they will renew that contract.”

Vision for the Future

The thriving partnership between NG-IT and 11:11 proves that strategic collaboration, trust, and commitment to customer success can drive mutual business growth. By integrating robust cloud solutions, award-winning disaster recovery, and managed security solutions, NG-IT successfully modernised its service offerings and provided clients with unparalleled stability.

Looking ahead, the two companies plan to expand into new markets. NG-IT plans to continue to scale its security portfolio and leverage the 11:11 Cyber Recovery Platform, ensuring rapid recovery following cyber incidents.

“Planning, execution, and collaboration are our cornerstones of success,” says Lloyd. “No one dives in without full commitment. Success demands strategy and effort from both sides.”



THE RESILIENT CLOUD PLATFORM



MODERNISE



PROTECT



MANAGE