How ITS, Intivix, and PCM Joined to Deliver Next-Level Managed Services

You've been able to weather any storm your organization has ever faced. You have ridden the ebb and flow of the tides, staying competitive even as the IT market evolves at break-neck speed. Your organization has continued to grow, stumble, recover, and grow again, thanks to your decisions.

However, one day, you hit a seemingly insurmountable wall. Suddenly, you must fight tooth and nail for every inch of progress and your trajectory plateaus.

It's happened to hundreds of managed service providers (MSPs) across the country. It's not your fault. In fact, it's possible to make all the right moves and still hit that wall. There's only so much you can do on your own, and **sometimes, the only way to make it to the next level is by finding friends who can help take you there.**

That's how Intelligent Technical Solutions (ITS), Intivix, and PCM (PC Miracles) arrived at the decision to partner together. All three MSPs have been world-class IT providers for over a decade.

In this case study, we'll dive into:

- What each organization sought from the partnership
- Why the owners decided it was the best decision, and
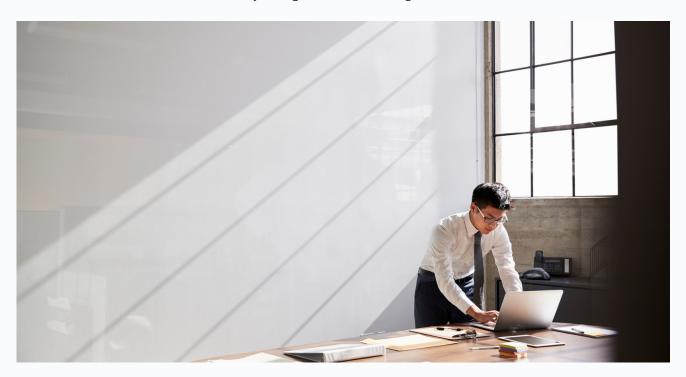- How they achieved success together.

How Intivix Joined ITS

Rob Schenk co-founded Intivix back in 1996. At the time, the company was known as LanXpert. The company rebranded during the rise of cloud computing and changed its name to keep up with the times.

Intivix is an amalgamation of the words: intimate, visionary, and expert, a name that embodied what they delivered to their clients. The company offered IT support and consulting services with a focus on helping small and mid-sized businesses utilize technology to its fullest.

As a co-founder, Rob had partners helping him run LanXpert. But all of them decided to pursue other avenues after a while. That left him and one employee handling everything on their own to run the business, which proved challenging. Because of that, Rob sought help from a new partner by the name of Dan Gordon who ran a similar IT support company in the East Bay area. After discussing a partnership, the two merged both companies.

The partnership worked well, and together they grew the company for several years. However, as time went on, Gordon decided to take a step back to retire. That left Rob to deal with everything on his own again.

Rob decided to loop his employees in, giving opportunities to those who wanted a larger stake in the company. *"I had some senior employees at the time, and I thought: I need some additional help, and I really wanted them to have more skin in the game. So, I asked Dan (Gordon) if he would be willing to sell some of his shares to our senior guys,"* Rob recalls.

While things at Intivix were moving smoothly, Rob found that they were not growing the way he envisioned they would. **He wanted growth with purpose and vision.** Unfortunately, they seem to have hit a wall and their progress plateaued.

"The main challenge was finding people, especially in the Bay Area since it's very expensive," Rob explains. *"Housing is expensive, and offering a competitive salary in the area can be a challenge."*

According to him, many of their employees started moving away because of either the cost of staying in the area, or the long commutes to get to the office. While the company was growing continuously, they were also losing people, which meant their progress was stuck.
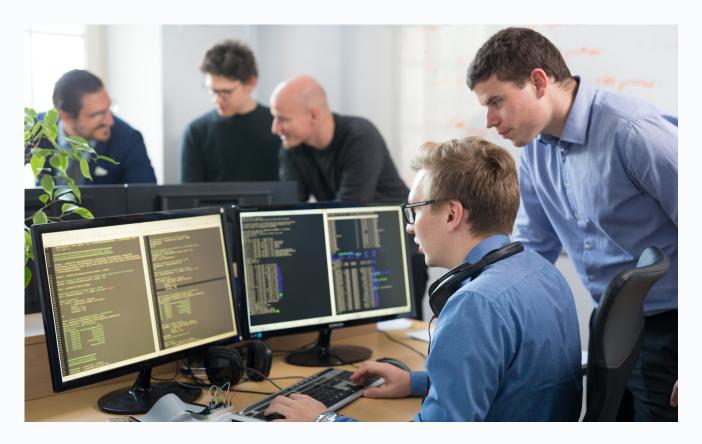
"We started looking more into remote work, but then the whole structure of the organization would have to change. And we had these scalability issues," Rob says.

Thankfully, in one fateful flight from Nashville to Las Vegas in October 2019, he ran into a past acquaintance who would help him take Intivix to the level he wanted – ITS CEO, Tom Andrulis. **The two hit it off quickly and pretty soon discussions about a partnership were set in motion.**

How PC Miracles Joined ITS

Dan Izydorek's journey in the technology industry began at a young age. Inspired by his family's entrepreneurial spirit and driven by his fascination with computers, he started selling websites when he was just 16 years old. This venture, initially known as AdNet, was born from his determination to learn and apply web development skills.

As his skills and business acumen grew, Dan's enterprise evolved into PC Miracles, a company that provided managed IT services to businesses. The turning point came when Dan's grandmother recognized his passion and potential and invested in a computer for the family. That enabled him to further hone his technical skills.

While continuing to run PC Miracles, Dan also worked at Bold Technologies, which allowed him to gain valuable industry experience. However, a pivotal moment arose when his commitment to PC Miracles clashed with his employer's interests. The conflict pushed Dan to make a decision: he chose to leave his job and dedicate himself fully to his own business.

Thankfully, this proved fruitful as **PC Miracles rapidly secured major clients, including Gumro & Associates and Acme Manufacturing. These endorsements from significant businesses testified to the quality of Dan's services and his unwavering dedication.** With these established clients, Dan was able to transition into running PC Miracles as his full-time pursuit.

The story of PC Miracles culminated in a significant partnership with his close friend, and ITS CEO, Tom Andrulis. After leading PC Miracles successfully for 27 years, Dan was offered a chance to take his company to the next level when Tom invited him to join three world-class MSPs together. It would be a partnership between ITS, Intivix, and PC Miracles.

The partnership was a rare opportunity, but Dan still felt reluctant. It was hard to share control over a successful company he built from the ground up. Thankfully, a few discussions with Tom and Rob convinced him to take the chance.

According to him, after those discussions, the decision was a no-brainer. *"Tom and I have been close friends for a long time, and the amount of transparency we have just makes it where a partnership is more comfortable,"* he says. ***"One of the driving forces to merge with Tom and Rob was our synergy and how well we fit together, not only in business but in our personal core values,"*** Dan adds.

*"What it comes down to is that [**a partnership] allows us to have greater scalability and it allows us to focus on what each of us does best. It also gives us more room for upward movement and opens up opportunities for people to have roles where they really shine,"*** he explains.

Ready to Join a Successful Partnership with ITS?

Getting your business through a plateau and helping it get to the next level can be an overwhelmingly difficult task. Sometimes, you need to find a partner who can help take you there. There will be changes to your organization, but at the end of the day, you will open up more opportunities for yourself as an owner, your clients and the team you've built.

If you want to find out how a partnership with ITS can help your business grow, schedule a meeting with us. You may also read stories from other business owners who have found their place in ITS:

- Breaking through the ceiling: Daniel Wang's success story
- How a Growing MSP Steered His Company in the Right Direction by Partnering with ITS
- Proactive Networks' Partnership with ITS and How It Changed Their Business