

## Google Workspace helps start customer conversations

[ManagedAdmin](#), a company that specializes in cloud-based solutions and internet marketing, is built around a culture of innovation. Every month, the company experiments with new processes and products, only keeping those that boost their bottom line. When ManagedAdmin heard about the Google Workspace Referral Program, they saw it as a great opportunity to introduce a new source of revenue and additional services to customers while still focusing on their core business.

Employees at ManagedAdmin use Gmail, Google Calendar, Google Drive and Google+ at work on a daily basis. Since they know the value of Google Workspace firsthand, it's a natural conversation to have with their clients. "We're founded on [Google Workspace]," said Jon Grant, founder and CTO at ManagedAdmin. "It didn't just change our business, it's the foundation of our business. We've pulled an extra \$10,000 per month in profit from [Google Workspace] and associated add-ons and services. These conversations started because customers wanted to sign up for [Google Workspace]. Without the Referral Program, we may have never known about their business needs."

Customers often approach the ManagedAdmin team for better tools that help them get more work done. ManagedAdmin recommends Google Workspace so customers can work from any device securely and easily. One ManagedAdmin customer, a service based company in Tucson, Arizona, wanted to make it easier to access information anywhere and anytime. After adopting Google Workspace, the company's processes became streamlined, and they saw an increase in employee productivity that helped their bottom line. Delivering high-quality services and solutions is what ManagedAdmin is all about.



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at ManagedAdmin