Over the years, Speros has evolved right along with information technology. The Savannah, Ga.-based business began in 1984 as a telephony consulting and services company. Since then Speros has grown into a full-service technology services company offering a complete range of business IT services to organizations throughout the Southeast. More recently, Speros has begun offering networking infrastructure via an innovative rental program—a vital strategy that enables MSPs like Speros to grow their revenues.

**A BOOST FOR RECURRING REVENUE**

Speros has built a close relationship with network equipment provider ADTRAN® over the past four years—a relationship that solidified further this past June when the vendor introduced its ProCloud Subscription Services. Keith Fletcher, chief operating officer of Speros, describes this program as a must-have tool that belongs in the product portfolio of every MSP. This “as-a-service” rental program allows MSPs to provide their clients with up-to-date wired and wireless networking infrastructure—all for a small monthly fee. As Fletcher sees it, the model of renting networking equipment is nothing short of revolutionary for MSPs and their clients alike.

For MSPs like Speros, a rental program is a business game changer. The rental “as-a-service” model has already contributed over $200,000 to Speros’ growth of recurring revenue, and further promotes its role as a trusted provider of managed networks to its clients. As clients increasingly rely on their networks to run the applications that run their businesses, Speros is now able to provide them with all the networking capacity and performance modern applications require while eliminating the need to invest in longer barriers; through a rental program such as the ProCloud Subscription model, Speros can provide all of its clients with business-critical networking infrastructure in a timely and cost-effective manner. As a result, the MSP business is poised to grow. The ADTRAN program “is really driving the recurring revenue model forward,” Fletcher says. “This is exactly where every MSP and IT services company is moving toward.”

As for clients, the ProCloud Subscription model means they don’t need to carry long-term investments in networking equipment on their balance sheets, while allowing them to keep their network infrastructure always current—a critical capability given the importance of connecting multiple devices and applications to networks. “Tomorrow’s applications won’t work on today’s network,” Fletcher says. Consequently, the ability for clients to upgrade their network infrastructure cost-effectively every two years—which is the current program refresh cycle—is extremely advantageous.

Of course, any subscription program is only as good as the products that are delivered, and Fletcher has no regrets about standardizing on ADTRAN. “The ADTRAN products absolutely deliver everything they promised and by standardizing on an enterprise-class switch, our customers get the very highest quality and our technicians have a single platform to support,” he says.

Speros is working through We Rent Technology (WeRentTechnology.com) for its rental program with ADTRAN.

**Interested in growing your recurring revenue and helping your clients keep their networks up to date?**

Find out how you can participate: Email Info@werenttechnology.com

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