

**Company Profile:** IT Connexx is a managed service provider, working with small- to medium-sized organizations in the Milwaukee, Green Bay and Appleton areas.

**Website:** [www.ITConnexx.com](http://www.ITConnexx.com)

**Business Challenge:** In the process of migrating from a traditional break-fix service provider to a managed services business model, IT Connexx deployed Kaseya's remote IT management solution to automate IT management. However, saddled with a small and already-overloaded staff, the company didn't have the time or resources to fully implement the Kaseya solution while continuing to work with existing clients. As a result, IT Connexx was only taking advantage of 10 percent of Kaseya's remote and automatic capabilities, relying on an incomplete and inefficient management strategy.

**Solution:** IT Connexx leveraged Kaseya's emPower Business Transformation consulting services to help take better advantage of Kaseya's remote and automated management features. A Kaseya services consultant worked with IT Connexx to better understand its service delivery processes, customer needs and business model and come up with a smart and deliberate evolution strategy in which to migrate customers to the Kaseya IT management framework. Within a week, IT Connexx had fully integrated the complete Kaseya solution to all its customer environments, implementing a more efficient, complete and proactive managed service.

## IT Service Provider Leverages Kaseya emPower Business Consulting Services to Help it Migrate to a True Managed Services Business Model

As a traditional break-fix service provider, IT Connexx was faced with a growing customer base, over-worked administrators and an inefficient, unreliable service delivery model. The company relied on an ad hoc IT management strategy, using multiple software solutions and VPN access to remotely manage customer systems. Administrators spent a good amount of time on the road, traveling between customer sites across eastern Wisconsin, wasting valuable hourly rates stuck in traffic or resolving basic issues in-person.

"We really appreciated the managed services model and knew we needed to make the transition if we wanted to continue to provide quality IT service to our growing client base," said Ken Luloff, vice president, IT Connexx. "The first step was to find a reliable and robust IT management solution that could help automate some tasks and eliminate much of the repetition associated with the break-fix model. That's what originally brought us to the Kaseya IT management solution."

Originally, Luloff was looking for a software solution that would enable him to remotely monitor customer systems and aggregate information in a single, consolidated management console. After seeing a demonstration of the Kaseya solution, however, he realized that he could take the next step and integrate all aspects of IT management—monitoring, maintenance, asset tracking, help desk, security and backup—under the Kaseya IT management framework, a prospect that would make the company's administrators extremely efficient and enable IT Connexx to offer true managed services to its clients.

"I was extremely impressed with the completeness and robustness of the Kaseya solution," Luloff said. "I had visions of finally being able to provide the services to our customers that we imagined when we first founded the company. Kaseya was the missing tool that we needed."

Luloff wanted to roll out the Kaseya solution immediately with its existing customers but wanted to make sure the deployment was done deliberately and in the least invasive manner. However, with existing clients and workloads taking up all of his and his staff's time, he wasn't sure how the company would be able to find the resources to roll out a new management console, train administrators and ease the concerns of customers without impacting current service levels. As a result, IT Connexx only used 10 percent of the software's capabilities while it tried to plan a more complete deployment.

"I knew that our customers were a little leery of anything resembling change, and IT administrators can admittedly be stuck in our ways. I wanted to do it right from the get-go and ensure everyone was on board and on the same page," he said.

### Kaseya emPower Consulting Services Lead to Best Practices

IT Connexx leveraged Kaseya's emPower Business Transformation consulting services to fully take advantage of the Kaseya IT management framework and help the company migrate to a managed services business model. Kaseya's best practices and experience helping other IT service providers transform their business enabled IT Connexx to successfully and non-intrusively evolve their service delivery model to be more proactive, predictive and efficient.

A Kaseya consultant came out to the company's Appleton, Wisconsin, headquarters and worked with both the management team and the administrators closest to the customer environments. He listened to everyone, getting a solid understanding of IT Connexx's customer base, what client expectations are and how IT Connexx currently delivered its services. The Kaseya consultant then worked with IT Connexx to develop a solid IT managed services strategy that is customized to fit the organization and its customers.

"Having someone on site that had done this before was crucial to the success of moving to a managed services provider," Lulloff said. "The Kaseya consultant knew what issues we would run up against before they surfaced, helping us to intelligently undergo the process on our own timetable and on our own terms."

The consultant customized the Kaseya solution to better fit the company's needs and trained the staff on all the features and capabilities, automating much of the administrators' previous duties that took up the majority of their time. Patch management for example became automated, giving IT Connexx the ability to download and install software updates locally and then push them out to customers at the touch of a button through Kaseya's scripting engine. Alerts were also set up, enabling proactive, preventative systems monitoring, and the remote control module was configured, eliminating the need to conduct time-intensive, on-site maintenance. In addition, the Kaseya Backup and Disaster Recovery module was set up, enabling IT Connexx to add business continuity services as part of its managed services offerings.

"Through Kaseya's consulting services, we were able to finally delve into and fully utilize the Kaseya solution. We saw how simple it was and how it would revolutionize the way we deliver managed services to our customers." Lulloff said. "Within a week we were fully up and running."

## A Proactive, Preventative Managed Services Offering

As a result of leveraging Kaseya's emPower Business Transformation consulting services and implementing an efficient, proactive IT management strategy, IT Connexx has been able to deliver reliable IT support billed as a monthly service while improving the productivity of its administrators. This effective and efficient service has allowed IT Connexx to manage more customer environments without hiring additional systems engineers, dramatically increasing its margins.

"The Kaseya solution has allowed us to improve service while being more productive," Lulloff said. "This has enabled us to grow the company at a healthy rate, scaling our service offerings in line with customer needs."

### Key Benefits

- Created a proactive IT management strategy, actively monitoring, updating and analyzing customer systems for potential problems before they lead to downtime
- Able to market managed services to customers as a tool to help run the business rather than simply trying to make IT work
- Administrators are more efficient and are able to manage more customer systems faster and more reliably
- Efficiencies enabled the hiring of a customer service rep, improving communication with customers

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-- Ken Lulloff, vice president, IT Connexx

Since working with the Kaseya consultant, IT Connexx has deployed the software's low-footprint agent on nearly 1,000 servers and workstations across dozens of customer environments in the eastern Wisconsin area. The solution gives IT Connexx complete visibility and access into all systems from a central management console—regardless of the physical location of the machines. Now, administrators can proactively monitor, update, secure and backup any system, giving them the ability to analyze and predict trouble spots and preventatively head off potential problems that could lead to downtime.

IT Connexx has recently hired a customer service representative to be the first line of contact for clients with pressing IT issues. This centralization of help desk duties helps the company prioritize concerns and resolve the issues much faster if it was compartmentalized. The hiring was made possible in part by the increased margins and efficiencies enabled by the Kaseya solution.

On the customer side, Kaseya's intuitive reporting features make it easier to communicate the scope of work IT Connexx is doing behind the scenes, a valuable tool in validating the monthly managed service fee—especially considering that the company's on-site presence would drop considerably because of the new proactive and remote strategy.

"Customers now acknowledge the work we do on their behalf, crediting IT with their own business efficiencies, improved employee productivity and growth," Lulloff said.

### About Kaseya

Kaseya is a global provider of IT automation software for IT Solution Providers and Public and Private Sector IT organizations. Kaseya's IT Automation Framework allows IT Professionals to proactively monitor, manage and maintain distributed IT infrastructure remotely, easily and efficiently with one integrated Web based platform. Kaseya's technology is licensed on over three million machines worldwide.