



## Accord Technologies

Managed Services Take Customer Service to The Next Level

Accord is a Perth-based IT solutions provider with a large customer base in Western Australia, servicing more than 6000 end points. Accord also looks after customers across the east coast and overseas in South Africa and the Middle East. Accord's client list encompasses small to medium sized businesses as well as large enterprises, with a particularly strong focus in the education sector.

Although Accord had been closely watching the shift to IT automation for a while, it wasn't until the company's merger with Crox Development in January 2008 that finally triggered the transformation of its business model from a traditional break / fix approach to managed services.

Accord's Director of Corporate Services, Tim Brewer, says Crox Development brought the drive for managed services into the business. Accord was keen to leverage the combined expertise to build on the way business has been done for the last twelve years.

"We recognised that managed services are the best way to stay ahead of the fast moving IT industry," explains Tim Brewer.

"Managed services now provide us with a predictable monthly recurring revenue stream and has improved our service delivery to our customers," Tim Brewer said. "We are also able to expand our business without having to hire as many additional staff due to the improved efficiency generated by the Kaseya platform."

### Business Drives Technology

Initially, Accord evaluated several solutions for IT automation and remote desktop support, and decided on a competing product. Level Platforms' solution was employed for about six months before reliability, scalability and cost of service delivery issues were uncovered. Combined these issues had a detrimental impact on efficiency and customer service.

"We're a fast growing company and Level Platforms just didn't measure up," remembers Brewer. "Moreover, the solution couldn't support mobile users, and our support staff became increasingly frustrated with the lack of functionality."

Back to the drawing board, Accord decided to replace the platform with Kaseya.

Kaseya provides a secure agent based management network without the complications of managing a virtual private network (VPN), enabling immediate access to all IT assets from a single web based management console.

Kaseya's advanced monitoring and reporting capabilities allow managed service providers to control, administer and update their customers' IT systems in real-time. Supporting PCs and Macs, Kaseya's 256-bit RC4 encryption, firewall and automated patch management effectively protect the data transfer between a client's Operating System and the Kaseya server.

In addition to the main module, Accord also chose Kaseya's leading Endpoint Security Management and Backup and Disaster Recovery Service to improve operating efficiency.

Kaseya Endpoint Security, a powerful and proven add-on to the Kaseya IT framework, provides an essential security protection component. By incorporating reactive antivirus, malware and spyware detection with the latest proactive technologies, MSPs are able to include effective, real-time protection against malicious programs. This ensures not only anti-virus protection but protection from unknown threats for servers, workstations and mobile computers.

### Company Profile

Established in 1994, Perth-based IT solutions provider Accord supports a large customer base in Western Australia. Its 50+ staff service blue-chip companies, educational institutions, commercial business and small to medium enterprises.

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

### Business Challenge

Accord decided to radically change its business model from a break / fix approach to managed services. This move was part of its broader strategy to retain and expand existing customer relationships, grow the business, and improve quality of service in the long term.

To enable this transformation, the Accord was looking for a highly scalable, customisable and reliable IT automation solution that would drive the company's customer centric business strategy. Another key requirement was to enable support for clients, not just in Australia, but also overseas. Furthermore, ease of use for Accord's technical staff, knowledge retention as well as managed add-ons beyond remote support, was taken into consideration.

### Solution

Accord chose Kaseya's IT Managed Service solution. This integrated, web-based system provides a raft of services, from PC remote control and support; audit, automated maintenance, patch management; network monitoring and alerts; software upgrades, and integrated reporting. Accord also extended its service offering to Kaseya Endpoint Security (KES) and Kaseya Backup and Disaster Recovery (BU/DR).

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[www.kaseya.com](http://www.kaseya.com)

Kaseya Backup and Disaster Recovery provides real-time automated disk backup, disk imaging, file level backup and bare-metal restore for Windows servers and workstations. Unlike conventional file-based back-up products, Kaseya BU/DR creates an image of the entire system state, including operating system, user settings, applications and data. Support for incremental forever and synthetic back-ups as well as virtualisation make this a market leading BU/DR solution.

"Kaseya is fantastic. From the very beginning its rich, customisable functionality has delivered for our staff, customers and management," says Brewer. "We wished we had selected Kaseya's system in first place."

### Service Level Agreements Offer Peace Of Mind

As part of their Service Level Agreements (SLAs), Accord offers its clients fully automated and always up-to-date PC inventory and computer audits, remote support, network monitoring and alerts, software installations and updates, as well as help desk and trouble ticketing. Instead of attending to customer sites once per month, or on an ad-hoc basis when inconsistencies occur, scheduled automation and remote support by Accord's technicians have significantly improved network performance and problem resolution.

To maximise the value of services offered and strengthen their position as an IT partner and trusted adviser, Accord also saw a need for managed Endpoint Security and Disaster Recovery solutions.

Tim Brewer says many of their customers seek assistance with efficiently managing hundreds, sometimes thousands of end points.

A measured, strategic approach is also important for planning disaster recovery, due to the potentially disastrous consequences downtime and data loss can have on an organisation. With Kaseya, Accord's customers now have the advantage of always being able to access their applications, decreasing the risk of downtime.

Kaseya enables Accord support staff to determine at one glance if client backups are working or not as well as enabling immediate data restoration at the push of a button.

Managed services have become quite a buzzword recently, but not many providers leverage the full potential of the concept beyond remote IT support. "With Kaseya, we can offer our clients peace of mind. They know their OS, network, applications, security and business continuity are all in good hands."

### Measuring The Benefits

Since Accord implemented the Kaseya system in January 2008, more than 50 per cent of its users are now covered by its managed service program.

Accord's Tim Brewer adds: "We intend to further grow our business and I am confident Kaseya's agile, flexible and reliable system is a future proof investment that will remain at the core of their operations.

Most importantly, for a customer centric company like Accord, customer satisfaction has improved significantly. A detailed evaluation of customer feedback has shown the number of organisations that rated Accord's service as 'exceptional' increased by 76 per cent in the last six months.

"Often companies bow to the tyranny of a new IT solution," Brewer sums up. "Kaseya does the contrary. Instead of imposing a certain structure on our organisation, the system supports our business model and our priorities."

### About Kaseya

Kaseya is the leading 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.

For a free 30 day trial visit [www.kaseya.com/download](http://www.kaseya.com/download)

Contact Kaseya: [www.kaseya.com](http://www.kaseya.com) | [sales@kaseya.com](mailto:sales@kaseya.com)

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**Tim Brewer,**  
Director of Corporate Services  
Accord Technologies

### Key Benefits

- More than 50 percent of Accord's users are now covered by a managed service plan
- Customer satisfaction has improved significantly
- System scales up to support future business growth
- Knowledge management delivers consistency in customer service



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