

Company Profile: Network Management Partners is a provider of managed IT services to small- and medium- sized businesses in the Southeast U.S.

Website: www.nmp-inc.com

Business Challenge: Since first migrating to an MSP business model in 2002, Network Management Partners (NMP) has relied on IT automation and remote management solutions from a variety of vendors to streamline customer service and service delivery, dramatically reducing capital expenditures, operational costs and staffing. However, while operational expenses decreased, the hodge-podge of management solutions (and the deployment, integration and reporting problems they presented) prevented the company from scaling its services efficiently—inhibiting the kind of seamless growth the company’s leadership envisioned when migrating to the MSP business model.

Solution: NMP replaced its reliance on the management software cocktail with a single automatic MSP solution from Kaseya. Instead of trying to integrate disparate software or having to navigate through multiple management consoles, administrators are now able to seamlessly monitor, maintain, back up and secure every system through Kaseya’s central Web-base interface, helping the company to standardize services across customer environments, roll out the services much faster, simplify systems management and consolidate reporting. At the same time, NMP deployed a new out-tasking service called IT Monitor Assist™, giving off-hours monitoring and management responsibility to a team of Kaseya engineers and adding an extra layer of monitoring protection.

NETWORK MANAGEMENT PARTNERS

Kaseya IT Monitor Assist™ Helps Pioneering MSP Scale Service Offerings, Grow Business and Increase Margins

Since its inception, Network Management Partners (NMP) has embraced the managed service provider business model, relying on proactive systems management strategies and remote access to monitor and maintain its customers’ IT environments. By heading off potential problems before they lead to major issues like downtime and performance degradation, NMP is able to provide exceptional IT services even as operational costs are kept relatively low.

While a lack of technology has often been a major inhibitor to adopting the more profitable MSP business model for most IT service providers, NMP made a concerted effort to seek out, test and deploy the most powerful management software tools for its administrators to use to stay proactive. Remote access, patch management, anti-virus and disk backup solutions were key in the early stages of building an efficient service delivery model. As a result, NMP was able to offer true managed services to small- to medium- sized businesses in the Southeast U.S. soon after the company’s launch in 2002—one of the first IT service providers in the region to do so.

However, NMP’s reliance on this cocktail of management solutions caused interoperability, standardization and reporting problems while preventing the company from scaling its service delivery model quickly enough to grow revenue in step with its decreasing expenditures. As a result, while the company was extremely efficient, business growth remained stagnant.

“It was really a deployment issue,” explained Andy Wells, vice president of operations, Network Management Partners. “It took up to three weeks to roll out our managed services to new customers due to the complexity of our management software mixture. Just to get up and running required much hands-on configuration, making sure everything was set up and could be integrated seamlessly given the existing environment. If the slightest thing was off, we had to jump in and spend some time getting things right.”

Once set up and working correctly, the ad hoc management strategy worked fine—until customers started asking for reporting capabilities. The integration and complexity issues that were inherent in NMP’s services offerings eliminated transparency throughout the environment, making asset tracking, reporting and governance a serious customer service issue. In order to compile any sort of a monthly report, administrators would have to first run separate reports for each management solution—one for monitoring, one for ticketing, one for security, one for backup, etc.—and then compile them manually in a format that was understandable for the non-technical executives.

Complete, Automated MSP Solution

Acknowledging that consolidating systems management functionality was the way to go, NMP deployed a single, complete MSP solution from Kaseya, giving its administrators a single Web-based interface in which to proactively and remotely monitor, maintain, secure and back up customer systems. In addition, Kaseya’s automation features help further streamline IT management, eliminate redundancies and improve transparency throughout each customer environment.

"We were doing fine as one of the early-adapters of the MSP model, but we knew that if we wanted to be more than just a 'Mom and Pop' operation, we needed to upgrade our management strategy to make it more transparent and simpler to deploy and manage," Wells said. "Once we saw the scalability and reporting benefits of the Kaseya solution as well as its wide breadth of functionality, we knew we found the tool that would take us to the next level."

Kaseya's low-footprint client is deployed on 150 servers and 850 workstations distributed across multiple customer environments in five states, providing NMP administrators with a central Web-based management tool that lets them remotely monitor for performance and availability, issue Windows patches, deploy and install new software, scan for viruses, worms and spyware, conduct backups, defrag computers as well as other regular maintenance. Administrators can manage all their customer networks as one environment, each customer separately or drill down to each individual machine. This flexibility eliminates much of the repetition associated with systems management, helping NMP to streamline service delivery and provide excellent, yet scalable and efficient, managed services to customers.

NMP is also deploying a new out-tasking service called IT Monitor Assist™, giving off-hours monitoring and management responsibility to a team of Kaseya engineers. While an NMP administrator remains on call, Kaseya continuously monitors NMP's customer servers overnight and on the weekends, providing peace of mind and an extra layer of protection.

"The IT Monitor Assist program really gives us the flexibility to enjoy life," Wells said. "Even when we're on call we can enjoy spending time with family and friends instead of glued to a computer monitor, we know that Kaseya is watching our backs."

Finally, a Scalable MSP Business Model

Network Management Partners is now able to roll out its managed services quicker—often as fast as one day—allowing the company to expand its operations and client base as opportunities arise. As a result, NMP has grown 750 percent since implementing its first managed services deployment, making the more profitable, scalable MSP business model its leadership dreamed of a reality.

"You can be the most efficient company in the world, but you're going to be limited to how much profit you can make if you can't scale your services seamlessly," Wells said. "Kaseya helps us roll out our managed service offerings quickly, allowing us to grow our business as the market dictates. Increased revenue plus a decrease in operational expenses equals profit."

Key Benefits

- Managed services can be rolled out in less than one day instead of three weeks, allowing the company to scale its business more quickly
- Achieved 750 percent business growth and a 98 percent retention rate since 2002
- Seamless reporting enables service reps to educate customers more completely about services promised, services delivered and IT status
- Help desk personnel are able to handle and resolve more tickets over the course of a day, allowing them to handle more accounts
- Further monitoring and management efficiencies save the MSP thousands of dollars each month

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-- Andy Wells, VP of operations, Network Management Partners

While NMP was an efficient company before consolidating systems management through Kaseya, the solution further enhances savings. Wells estimates that he'd have to hire at least two additional administrators to handle the company's current customer load without Kaseya. He also notes that the price for Kaseya's wide IT automation functionality is much lower than the management software cocktail the company used to deploy. Combined, Wells estimates that the solution—in addition to making it easier to grow revenue—decreases operational expenses by thousands of dollars each month. As a result, margins have been through the roof since deploying Kaseya.

This efficiency combined with added transparency and seamless reporting capabilities made possible by Kaseya have also improved customer service, leading to a 100 percent client retention rate. Communication through detailed, easy-to-read reports is improved, giving non-technical executives a much better idea of IT's role in enabling productivity, allowing them to see NMP as a trusted business partner that is an extension of their staff, working toward common business goals.

"Customer service is vastly improved thanks to the transparency provided by the Kaseya solution. We can easily print off reports that our customers can understand and show them the diligent work we are doing for them," Wells said. "It makes it a little easier for the customers to justify the expense of diligent work we are doing for them."

About Kaseya

Kaseya is a global provider of IT automation software for IT solution providers and corporate IT organizations that benefit from deploying Kaseya's systems management capabilities. Kaseya allows businesses to proactively manage distributed IT infrastructure easily and efficiently with one integrated Web-based platform. Kaseya's technology has been deployed on over 1 million machines in more than 25 countries around the world.

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