Leading MSP, Dataprise, Makes 'Automation Magic' with Kaseya VSA

With the help of VSA, this Washington, D.C. based service provider takes automation to the next level to create new service offerings and expand business in the enterprise market.

In the small chance that you've been living under a rock for the past 10 to 15 years, information technology has successfully taken its place as one of, if not the, largest growing industries in the entire world. The power that it brings to businesses cannot be understated. Without it, many of the powerful companies that keep our everyday lives afloat would fail to exist. It is also a clear insight into how the tech industry has successfully become one of the largest and fastest growing segments in the world today. Let's face it, the demand for technology to achieve business goals is driving the industry to levels of competition never seen before. And nowhere is this more visible than in the managed service provider market.

One of the nation's leading MSPs, Dataprise, knows all about this outrageously competitive market all too well. To put it simply, Dataprise is indeed an MSP. But to just call the organization a run-of-the-mill service provider would be a disservice to the work that it has put in to become a leader within the realm. Through its eight-year history with Kaseya VSA, the team's superior knowledge of the product has enabled the company to excel in the new MSP 2.0 world.

Greg Mack, systems engineer for Dataprise, has witnessed the progress firsthand in his four years at the company. Since the beginning of his tenure, Mack understood that MSP businesses must take things to the next level in order to succeed in the current marketplace. "In the MSP 2.0 world, we have to think of things outside of the box. We don't just provide the normal MSP offerings such as patch management, anti-virus and anti-malware. We want to elevate the services we deliver to our customers by conducting automation and monitoring their business."

Dataprise understands the need for innovative services to be on the cutting edge of the MSP sector. But according to Mack, none of the services that the MSP offers to its clients would be possible without the powerful capabilities of Kaseya VSA. "Technology is an integral part of our customers' business, so we utilize everything within the Kaseya framework to make their IT as efficient as possible."

VSA Saves Precious Time

One of the most important ways that VSA helps Dataprise maintain an outstanding reputation with its clients is through the time saved due to automation. With the power of VSA's superior automation capabilities, the company is able to be proactive in addressing client needs, especially when they need the help the most. "We had a prestigious client that needed to deploy an Outlook plugin to over 200 endpoints. This specific plugin was critical because it had to do with data encryption, so we knew we needed to act fast," Mack reports.

Normally, most companies would scramble to get this work done, requiring engineers to drop what they were doing and give this certain project the essential attention it needed. Thanks to VSA, this was not necessary. "In a little under an hour, one of our engineers was able to write the automation script, including logic for error handling, create a report to show which deployments were successful and which were not, and deploy the script," states Mack.

DATAPRISE

Kaseya Customer

Dataprise
Rockville, Maryland, USA
www.dataprise.com

Industry

Dataprise helps organizations throughout the United States manage IT with its unique approach to technology management and consultancy solutions. As one of the nation's largest MSPs, Dataprise has helped many businesses grow with its staff of over 300 certified engineers, subject matter experts and IT support staff.

Challenges

- Challenged to find unique service delivery opportunities in order to foster growth in the extremely competitive MSP marketplace
- Needed advanced automation so company engineers could move beyond day-to-day activities and work on more impactful business projects for its clients

Solution

- Kaseya VSA

Benefits

- The robust features of VSA allow Dataprise to create unique service offerings for their clients, such as providing Live Connect to customers as "Remote Control-as-a-Service"
- Tremendous time savings – on one particular project, VSA helped the team condense 10 hours of work into 1 hour

Kaseya®

Without VSA, according to Mack, none of this would be possible. "Through the efforts of our engineer, we saved nine hours of work thanks to the power of VSA's automation scripting. It made the engineer look like a rock star, it made Dataprise look great, and above all, the customer was ecstatic about the speed it took to get things done. Overall, we could not be happier with the outcome."

SLAs Give Dataprise the Confidence to Grow

As any MSP knows, delivering on services is paramount to a successful business, hence the need for service level agreements (SLAs). Any failure to meet them can result in a bad reputation, and ultimately the loss of clients. Thankfully, with the expertise the organization has in VSA, Mack and his teammates have never had to face this difficulty. "We're fully confident in VSA, and with this confidence and intimate knowledge of the product, we know that we can deliver on each and every SLA that we have."

According to Mack, this intimacy with VSA has led Dataprise to beat out competing MSPs for new customers, and grow in the enterprise market segment, which the MSP otherwise might not have. "Our self-assurance when it comes to VSA, coupled with our long-standing knowledge of the product, has won us a number of bids with clients because we stand by it and know we can deliver on all of our SLAs. As a result, we've continued to grow within the enterprise space."

Taking Things up a Notch

Dataprise leverages VSA to its utmost potential and beyond. "We make it a point to utilize VSA a thousand miles an hour. Our team likes to push limits to where we can overcome almost any wall from a technical standpoint. Because of VSA, whenever our team encounters a challenge, we usually are able to fix it. We call it making automaton magic."

This is just one of the many reasons why Dataprise remains committed to the VSA platform. "Kaseya is the echelon for remote monitoring and management (RMM) tools. The RMM market is extremely competitive. We receive calls from competitors all the time, but we've never once felt the need to switch."

Hidden Business Opportunities within VSA

To be successful within the MSP space, businesses must be innovative in the ways they craft their services for their clients. In order to beat out the competition, one must stay on the cutting edge and offer superior products and services. With VSA, Mack and his organization are able to do just that. "We go again to thinking outside of the box. VSA has so many hidden business opportunities for MSPs. One in particular that we leveraged was for a client who needed remote control on over 300 of their ad-hoc endpoints. With the Kaseya framework, we were able to offer them 'Remote Control-as-a-Service,' as we call it, allowing their administrators to remote in and help their users troubleshoot specific issues that only they were privy to. This is a powerful and unique service offering that we continue to offer to our clients."

For Dataprise, this hard work and innovation has paid off. According to Mack, since the beginning of his time at the organization, Dataprise has experienced tremendous growth. But this growth would not be possible if not for the help of VSA. "I'm happy to say over the past four years we've more than tripled the number of endpoints we manage. Throughout our growth, it's never been a question with the Kaseya framework as to whether we can acquire more agents or not. Thanks to the power of VSA, we continue to evolve and improve our delivery. As the product matures, we do the same in return, so we can deliver the best service to our clients," states Mack.

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Greg Mack
Systems Engineer, Dataprise

Faith in New Leadership

As a long time VSA user, Dataprise has been around the Kaseya team for quite some time, and recognizes how the company sets itself apart in the RMM market. "Kaseya has a competitive advantage because they have really taken the opportunity to listen to their clients. It's a simplistic and practical approach to business, but ever since they've taken this customer-centric mindset the changes have been extraordinary," says Mack.

But it's not only the present that Mack and Dataprise are excited about. It's the future that continues to excite them knowing that things are only getting better. "We've always considered Kaseya a top player in the RMM market. Now they are really starting to separate themselves from the competition."

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ABOUT KASEYA

Kaseya® is the leading provider of complete IT management solutions for Managed Service Providers and small to midsized businesses. Kaseya allows organizations to efficiently manage and secure IT in order to drive IT service and business success. Offered as both an industry-leading cloud solution and on-premise software, Kaseya solutions empower businesses to command all of IT centrally, manage remote and distributed environments with ease, and automate across IT management functions. Kaseya solutions currently manage over 10 million endpoints worldwide and are in use by customers in a wide variety of industries, including retail, manufacturing, healthcare, education, government, media, technology, finance, and more. Kaseya, headquartered in Dublin, Ireland is privately held with a presence in over 20 countries. To learn more, please visit **www.kaseya.com**

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