

MSP in a Box Moves from ConnectWise – Switches its Members to BMS by Kaseya

When Tim Conkle, CEO of The 20, decided to switch from ConnectWise to BMS by Kaseya, he wasn't doing so just for his company. His organization provides business development for MSPs by supplying the tools and other valuable resources to help scale their business. "It is kind of [like] an MSP in a box," Conkle explained. "We are not a franchise and instead follow a consumption-based model." The group shares the same solutions provided on an on-demand basis, and now leverages the BMS infrastructure to offer a tailored, high-quality platform for its members.

Conkle made his mark by building a successful MSP in Dallas, Texas. With that growth model in place, he decided to apply it to other service providers, from those just starting up to those that have established their business but want to scale more effectively. This not only gives them a jump start, but by partnering with The 20, they also gain stability, proven solutions, the ability to share resources and knowledge, and the impressive economics that come from shared solutions. "We bring all of the best tools together to create mature MSPs," Conkle said.

The ConnectWise Experience

The 20 initially adopted ConnectWise as its PSA, prior to making the switch to Kaseya's BMS platform. At the time, ConnectWise seemed like a good choice. But as the size and demand of the group grew, it expanded beyond the tool's existing functionality. "It was all single-tenant on a single instance of ConnectWise," Conkle continued, "and as a result, the system slowed dramatically as more clients were added. Ultimately, our instance couldn't handle the additional workloads."

"ConnectWise was not made to be multi-tenant. We played with it to make it work, but it really was not effective for our needs," Conkle recalled. "It was never built for a ton of users."

So Conkle began looking for a PSA solution that was designed to be multi-tenant, or a vendor willing to make its tool tenant friendly, and to ultimately craft a PSA that worked inside The 20's model.

Customer-Driven Design

Many of the best solutions are designed based on customer needs and demands. The latest version of BMS was built very much along those lines.

The story behind the new BMS speaks to how collaboration can create a great product. Looking for a multi-tenant solution, Conkle reached out to the top decision makers at Kaseya in late 2016. "It was refreshing when Fred Voccola [Kaseya CEO] reached back out to me. He asked, 'What can we do to help you?'"

The 20 asked that BMS be re-architected into a multi-tenant solution that would integrate with "all of our tools." The timing was perfect, since forcing a single-tenant tool to handle multi-tenant needs was becoming cumbersome and inefficient.

"I'm asking all this big wish list stuff and thinking he'll say those items are part of the roadmap," Conkle explained, expecting a brushoff. "It was a different conversation, though. I have never gotten this from a vendor. He said 'I will make all of that work for you. If you move, we will make it multi-tenant and integrate with all of your tools.'"

Voccola joined Kaseya as CEO in 2015, and immediately began an expansion program, product revamp, and customer-first strategy. "Fred has brought a different thought process to Kaseya," Conkle said.



Kaseya Customer

The 20
Plano, Texas
www.the20.com

Company Profile

The 20 is a group of MSPs, each maintaining its own brand identity, that shares technology, tools, and resources to grow their bottom line. Specialties include business development, remote monitoring and patching services, 24/7/365 help desk, sales coaching, backup disaster recovery, and MSP business consulting.

Problems

- Current PSA and RMM were not scaling with robust multi-tenancy
- In need of both a PSA solution and an RMM solution that would integrate tightly with preferred tools to create more efficiency for member MSPs
- Difficulty migrating multiple MSPs to new PSA

Solution

- BMS by Kaseya
- VSA by Kaseya
- Integrated documentation solution from Kaseya partner IT Glue

Key Benefits

- BMS multi-tenancy and centralized management offers near unlimited scale
- Kaseya redesigned the newest version of BMS to integrate with solutions The 20 offers
- PSA Migrator from Kaseya automates the move from ConnectWise to BMS in a matter of days



The 20 had asked for the same thing from ConnectWise two years ago, and the company said it would be part of a roadmap. In contrast, Voccola offered to make it part of a contract.

At the same time, Kaseya agreed to build a migration tool to help move MSPs from ConnectWise to BMS – a huge benefit for The 20 and its MSP affiliates.

Now that The 20 has put BMS to use, Conkle is even happier with the decision. “The new features and functionality contained in BMS made it a no-brainer to switch. Not only are we able to better serve our customers, but our overall experience with Kaseya is superior. Our investment in the product is producing huge returns by saving us both time and money. On top of that, we are confident that Kaseya and BMS will continue to evolve and grow to meet our future business needs.”

BMS: A PSA without Compare

BMS was already the only PSA in the market purpose-built for MSPs. Now with multi-tenant fundamentals, it stands out even more. “BMS by Kaseya, as far as I know, is the single PSA that’s multi-tenant. It revolutionizes how service delivery can happen for MSPs,” Conkle said.

The Unique Story Behind The 20

As mentioned, The 20 is not your typical MSP. Rather, it is an MSP collective – separate companies with their own identities that share technology, as well as sales and resources.

“We focus on three key areas – lead generation, sales, and scale. If you can master these three things, you can grow your company as big as you want it to be,” Conkle explained.

On the technology side, not only can group members trust the solutions they receive, but there are also powerful economic benefits. “If you look at The 20, [we’re] taking a lot of MSPs and squeezing all of the excess labor out,” Conkle began.

As an example, he said to assume there are 10 member companies with 10 individual ways their businesses function. If they were all on their own, there would be 10 different RMM, PSA, and help desk solutions – all of which need to be paid for, installed, operated, and maintained.

The 20 offers a solution. “When you join The 20, we create a single way of doing business. Instead of having 10 people managing those things, we have one. That money goes to the bottom line, or in the owner’s pocket,” Conkle concluded.

IT Complete for the MSP Masses

In 2016, Kaseya introduced IT Complete, an architecture and set of integrated solutions designed especially for MSPs. The 20 took a bite from the IT Complete apple and now uses multiple solutions from Kaseya, or a Kaseya partner, that serve the needs of member MSPs. “You live in a single PSA, with a single RMM, and a single documentation platform [from Kaseya partner, IT Glue]. And, all of this is centrally managed for all of The 20 member companies,” Conkle said.

The multi-tenancy means MSPs can manage multiple clients, all from the same highly scalable PSA. “Because it’s multi-tenant, we have the ability to provide services from The 20 parent level to each individual child tenant.”

The same notion applies to help desk. Instead of the 10 companies having 10 different help desk systems – none of which is anywhere near 100 percent utilization – they are centralized for all of the member companies.

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Tim Conkle
CEO of The 20



New Capabilities in the Latest Version of BMS

Multi-Tenant Trust Relationships and Business Templates

Users have the ability to securely define trust relationships between MSP entities, and efficiently deploy and manage best practice business policies across multiple MSP entities.

Aggregated Service Desk

“Parent” MSPs can offer service desk as a service to multiple “child” MSP entities. Via a secure trust relationship, service desk technicians at the parent level can securely view and work tickets for each child MSP.

REST API Updates Simplifying Third-Party Integrations

A comprehensive new REST API facilitates a plethora of third-party integrations, including best-in-class MSP solutions, such as Customer Thermometer client surveys, BrightGauge business intelligence and dashboards, IT Glue IT documentation, and QuoteWerks quote and proposal.

Integration with Live Connect

One-click access to Live Connect remote control in VSA enables MSPs to remotely troubleshoot and manage endpoints regardless of their location.



“Those help desk employees will typically be at 20 to 40 percent utilization. With us, 10 companies got together and said, ‘We live in the same PSA and the same RMM. Let us build a single help desk,’” Conkle said. “All of a sudden, I can take a five-man IT company, and it can compete with a 50-, 60-, 70-person company. Why? It has all the same pieces and 24/7/365 coverage. Instead of bearing the cost individually, we bear the cost as a group, and we pay only for what we use.”

The Final Word

Conkle believes this approach means years of success for member MSPs. “IT companies will fall into one of two groups over the next five years. They either get acquired, become part of something bigger than themselves like The 20, or they become irrelevant. They’re simply not going to be able to compete on their own.”

ABOUT KASEYA

Kaseya® is the leading provider of complete IT management solutions for Managed Service Providers and small to mid-sized 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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