Spectrum Data Networks All-in for Kaseya IT Complete with VSA, BMS Duo

As an MSP startup in a competitive market, the last thing you want to do is learn (and pay for) unproven technologies. For Kyle Tennyson, a managing partner at startup Spectrum Data Networks in Houston, Texas, choosing core solutions for his new service provider meant going for what was proven, known and loved.

At his previous company, Tennyson and his now partners worked intimately with VSA from Kaseya. At that same firm, Tennyson got an introduction to BMS by Kaseya, a PSA solution built from the ground up for MSPs.

When we spoke with Tennyson in the spring of 2017, Spectrum had just launched, and already managed some 200 endpoints. "We are a startup this year [2017]. I worked with Kaseya since 2008 at a prior company. We decided to move out on our own and couldn't imagine going anywhere else besides Kaseya," said Kyle Tennyson, managing partner and director of technology for Spectrum.

The result was the adoption of VSA and BMS from Kaseya, a powerful one-two RMM/PSA punch. "Without BMS and VSA, it would've been more complicated to find a platform we were familiar with. We worked with Kaseya for years. It is home. You don't really feel like going anywhere else," Tennyson explained.

In addition, the Kaseya tag team exemplifies Kaseya's IT Complete architecture, where multiple Kaseya solutions work together in an integrated fashion and create deep and rich value.

BMS Replaces Multiple Tools, Offers Single Pane of Glass

Like VSA, BMS has a wide area of PSA features. For Spectrum, that means one application does the work of many. "All the applications you need like project management, the ticketing system, financial [services] and HR are there. BMS took those out of the mix. We did not have to worry about buying, using, and managing all that software. And with BMS, you have one pane of glass to manage it all," Tennyson explained.

Tennyson's company has four employees currently. Although none are professional sales people, they all sell. Fortunately, BMS' features and intuitive user interface greatly eases the sales, quoting and project management processes.

BMS Works for MSP and Clients Alike

While Spectrum uses BMS more than its clients, its clients do work with BMS to resolve tickets. Here, the intuitive interface changes everything. "With BMS, clients are happier. It is easier to use and navigate. They don't have to search like they did before to find their options on a ticket," he said. "Previously, clients would occasionally log into the ticketing system, but usually they would just call us. With BMS, we are getting a lot more feedback that they like it. It's quick and simple, and we don't have to worry about it."

Like VSA, BMS replaces numerous discrete solutions. "At our previous company, we had a whole toolkit of solutions we needed, such as the quoting engine," Tennyson said. The feature-rich BMS not only saves money by not buying all the discrete products, but the single pane of glass into its functions makes BMS a great sales tool – just like VSA.

Tennyson first previewed BMS at his previous company. "I really liked the way it was set up, and I saw the value in the way the customers would see it," he said. "With BMS, we don't have to worry about the costs of QuickBooks or Salesforce.com or anything like that."

SPECTRUM DATA NETWORKS LLC

Kaseya Customer

Spectrum Data Networks, LLC
Spring, Texas
www.spectrumdn.com

Company Profile

Managed services provider Spectrum Data Networks has a broad customer base, with clients in healthcare, sports memorabilia, and oil and gas. Founded in 2017, the company provides key services to keep businesses productive, secure, and ready for upcoming trends by offering managed IT services, backup, disaster recovery planning, cyber-security monitoring and consulting, cloud services, project management, and remote and on-site support.

Challenges

- Start an MSP that is efficient and offers comprehensive services right from the get-go
- Enable non-sales professionals to be proficient at selling and working with clients
- Create an efficient ticketing and problem resolution system

Solutions

- VSA by Kaseya
- BMS by Kaseya

Benefits

- Immediately implemented VSA and BMS by Kaseya, solutions the founders knew well, to drive new services
- Used BMS CRM to manage client sales, contracts and overall relationship process
- Leveraged BMS for ticketing, and used its integration with VSA to remediate issues

Kaseya®

The Beauty of the BMS CRM

The customer relationship management (CRM) component of BMS is critical for working intimately and efficiently with clients – and to do so with ease. Plus, the visibility BMS offers into sales is critical. "As far as the CRM, I'm not a sales guy. None of us are," Tennyson noted.

However, with BMS he and his crew can see the sales pipeline and the value that these deals represent. He also appreciates CRM features such as contacts. "We can see the real numbers of what we are bringing in and what opportunities are out there," he said.

With BMS, onboarding is easy. Once onboarded, the CRM tool creates new opportunities for the MSP and client alike. "There are many clients we bring onboard that have a lot of infrastructure that they need to invest in. They need to know about these things upfront or over time and put all that into a value. Meanwhile, we can see if this is a monthly recurring cost, an annual cost, or perhaps it is another $20,000 for a project to do a server upgrade," he said.

With the CRM in BMS, these types of details truly stand out, and they are a reminder of items that Spectrum must prioritize and tackle. "As a business owner, to see the amounts of different services is critical to knowing what you really need to focus on with that customer," Tennyson said. In addition, BMS is a solution Tennyson and his partners are using for other IT and business functions.

BMS Project Management

Tennyson himself largely uses BMS' project management capabilities for onboarding. "One thing we found was you can onboard a client, but if you don't set certain tasks for the technicians involved in onboarding a client, they fly by the seat of their pants. From the service standpoint, providing that extra level of personal touch is invaluable. If you have a project plan in there (such as for onboarding) — use it," he said. "I start with a customer we are onboarding, and put all the details of the system in, such as address locations. Once you enter all that in, it automatically puts it over to VSA."

BMS Setup

Divide and conquer is how Spectrum has BMS set up. "One person is responsible for quotes. We put a ticket in, and now it flows within the same desk in a different queue. We are able to track from the ticket to request a quote, to quote-generation, to submitting to the client with a PO," he said.

Overcoming Challenges with VSA

At Tennyson's previous employer, not everyone fully exploited VSA. "A lot of technicians didn't look at the power of Kaseya VSA and what it was capable of doing. They would usually use remote control, ticketing, or the service desk module. But they didn't exploit the automation features within Kaseya, such as the ability to automate through scripting – which is invaluable," he said.

With automation, technicians need not solve the same problem repeatedly. "We would have a ticket almost every other day for simple things like print spoolers. With VSA, we have a script or process to reset the spooler. I cannot tell you how many hours we've saved on small simple tasks. Now, we can focus our attention on bigger, more critical tasks," he said. "Being more proactive versus reactive is always better. Kaseya enabled us to be proactive."

Even more so, VSA brings transparency to the entire client IT environment. "From a 50 foot view, you can see where the problems lie in the network," Tennyson said.

Monitoring with a Constant Set of Eyes

The key to managing systems is knowing at all times what is going on. "Monitoring is the biggest thing. We see, for instance, if they have a server that's running out of disk space or has a dead hard drive," he said. "Finding out before the customer about any of these items is critical to letting them feel that they are getting their money's worth," Tennyson said.

"We would have a ticket almost every other day for simple things like print spoolers. With VSA, we have a script or process to reset the spooler. I cannot tell you how many hours we've saved on small simple tasks. Now, we can focus our attention on bigger, more critical issues. Being more proactive versus reactive is always better. Kaseya enabled us to be proactive."

Kyle Tennyson
Managing Partner and
Director of Technology,
Spectrum Data Networks

That leads to customer satisfaction and loyalty. "We get a lot of positive feedback from our customers. I've never had any issues where people said this wasn't working for us," he said.

VSA Crucial Capabilities

VSA has a wealth of features, all of which form the rich remote monitoring and management star it is today. So what is Tennyson's favorite feature? "I love Live Connect in VSA. The additional feature of providing support to people you don't have agents for has been invaluable," he said. "And we don't have to pay thousands of dollars for LogMeIn, which we were used to paying," he said.

The Teamwork of BMS and VSA

Kaseya IT Complete is all about teamwork – MSP solutions working together to create a greater good. "I can set and forget things in VSA and use BMS to get into certain aspects, such as ticketing and the agents. It simplifies that entire process to where I do not have to worry too much about quoting. I used to sit in VSA all day long and watch the agents. I don't have to do that anymore," Tennyson said.

VSA Auditing and Network Discovery

VSA's network discovery and auditing can help craft a plan for reasonable client infrastructure upgrades by understanding exactly what is in place. At the top of that list is making sure operating systems are modern and supported.

"Our tools can identify what we have and figure out which systems to upgrade. That task is simplified with VSA. It will tell you if you're all done upgrading, or whether there are a few lingering agents out there," Tennyson explained.

More to Come

At the Kaseya Connect 2017 show in Las Vegas Tennyson saw new product demos and studied various roadmaps from Kaseya. One item, although not altogether new, that Tennyson is excited about is the mobile version of Live Connect, VSA's remote control component.

He is also interested in providing more security services, and is particularly keen on AuthAnvil by Kaseya, as well as Traverse by Kaseya for cloud and network monitoring.

The Spectrum Story

Tennyson and some of his former co-workers decided to go out on their own – as a team. "I am an engineer first, and I think everybody that's in this business starts off as an engineer, helping the customers and doing ground work," he said. "Eventually it comes time to move on to the next thing. Do I go to another company and start over, or do I do it on my own?"

The decision was simple, and Spectrum Data Networks was off to a fast start. "We had great relationships with a bunch of clients who want to work with us. It was kind of the final chapter of the previous company we were working for," he said.

Spectrum knows its market, but that does not make it a cakewalk. "There is a big MSP pool. Many startups come and go. We are doing what we enjoy — being very involved with the customers and consulting with them on their networks," he said.

The good news is that Tennyson and his team have confidence, and love what they do. "Over the next few years we are looking to grow our customer base, but to something that's controllable, with the people that we have, and just doing what we enjoy," he said. "It's not so much about being the top MSP as it is doing what we enjoy with clients that we like."

Spectrum is off to a great comfortable start. "We had a nice fresh start, where we were able to choose clients right out of the gate that we could work with. Now we are at the place where we're fortunate enough to get to work with these particular people. Not many people get to start fresh and have a client base," he said.