Top Australian MSP Drives Growth, Customer Satisfaction through VSA

Emerging IT is one of the top MSPs in Australia. Its success is due to its long 16-year history, customer-first approach, and wealth of services assisted mightily by Kaseya VSA, which the provider has used for over a decade. In fact, the provider currently manages more than 5,000 endpoints at over 280 clients – all with little more than 35 technicians — thanks to VSA by Kaseya.

Selling Solutions Based on Customer Needs

While VSA is at the root of many Emerging IT services, it works its magic behind the scenes. "As a managed service provider VSA is our engine that powers a lot of our infrastructure. We bundle it into our own offerings. It is 'Powered by Kaseya'," said Noel Ervine, Emerging IT, sales and new technology director.

VSA, with its rich and deep functionality, is a standard tool for this provider, obviating the need for a gaggle of diverse, hard–to-manage solutions. "VSA makes us more efficient with our customer interactions. We, then, pass that efficiency on to our customers, improving their efficiency by looking after their systems," Ervine said.

Two VSA keys are security and fast problem remediation. "Patch management is very big. And with remote control, we are very agile with our helpdesk. We keep all our helpdesk in-house. Having a tool, like VSA, is key to our customer response times and meeting our SLAs," he stated.

Automation of various IT tasks is also critical for MSPs and customers alike. Emerging IT rolls out anti-virus to all of its endpoints as part of their offering, and VSA automation makes that far easier. "That's been great. The automation from VSA helps us streamline and expedite this rollout compared to some of the old tools we used previously," Ervine said.

VSA may be in the background as far as customers are concerned, but it is top of mind for the MSP. "VSA is one of our key internal systems that enables us to automate and save a lot of time, which adds to the bottom line. Our engineering resources do not have to put as much physical effort into generating income. The fact that we have a very low customer churn rate means we are doing something right," Ervine said of the solution's chief benefits.

Emerging IT can also set VSA up for customers so they can manage their own internal use. "We offer VSA to customers who may not want our managed services completely. We sell VSA as a standalone product, sell our consulting around that, and get it up and running smoothly," he explained. "That's a big cost saving we pass along to the customer. That's another reason to come on board with Emerging IT services."

Finally, Ervine likes the VSA cost model under which he bought the software years ago, which is all paid for now. "Today, the costs are much lower and the return on investment is obviously much higher for the solution," he noted.

Customer First Sales Approach

Emerging IT sells business value, not bits and bytes. Much of this value comes from simplifying IT operations. This is particularly true for one customer sector. "New customers that haven't had any managed services exposure often have disparate ways of handling their systems internally. Some of them have little or no internal IT," Ervine said.

Regardless of customer type, Emerging IT has the same philosophy. "I don't go into a customer call with a predetermined idea of what to sell. It is more of a discovery and under-standing — you want to know what is there, and what issues they are trying to resolve. We then figure out how we can help their business grow, and match our tools, solutions

Kaseya Customer

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Company Profile

Emerging IT is one of the top MSPs in Australia, with a broad array of services and customer types.

VSA helps drive a number of services, including the provider's SLA-backed ITIL compliant help desk. "When you're part of a busy team, you need immediate support that can resolve your issues quickly. Our certified support technicians can fix application and hardware issues in record time with tiered-escalation and four levels of technical expertise to fall back on. This means you get the best of both worlds," the company explained.

Challenges

- Needed more efficient security software rollouts
- Desire to automate more core IT functions
- Interest in entering managed security services market

Solutions

- VSA by Kaseya
- AuthAnvil by Kaseya

Benefits

- VSA easily rolls out anti-virus and other software to all managed endpoints
- VSA automates patching and remediates endpoint problems with minimal human intervention
- AuthAnvil can serve as the basis of managed security services

and systems to facilitate that," Ervine detailed. "I don't pitch a product. I want to understand the pain. To know what would make their day-to-day life better. If I could flick a magic wand and make everything better -- what is it that they would want? If we can take the pain away, would that be something you're looking for?" Ervine asks his customers.

IT automation, which VSA applies to many functions, is core to the efficiency and economic story. "If we can automate and make things happen behind the scenes, give you a better faster response, and take the headaches away from your IT would that be what you're looking for?" Ervine asked.

The MSP solution, here driven in part by Kaseya, means that clients need not invest a huge amount in IT infrastructure and staff. Instead, clients leverage the MSP's expertise and MSP tools such as VSA. Ervine said he tells prospects, "There's a lot of investment in time and effort to get to that level of IT efficiency. We have done the hard yards. So let us do it for you. Use our expertise. Leverage our engineering and our people skills. We are your IT department."

The result is a deep business and technical relationship. "We see it as a partnership rather than trying to sell you something. That's why we've had so much success and longevity with our customers."

AuthAnvil and the Future of Managed Security

After having such success with VSA, Emerging IT thought it would give AuthAnvil by Kaseya a whirl, and it is now using the product internally. The solution offers multi-factor authentication, password management, and single sign-on.

This looks like a huge new area for the provider. As Ervine explained, "managed security is a focus of ours over the next 12 to 24 months. We will be developing new offerings in managed security services," Ervine said. "We've already started using AuthAnvil internally to get a grasp of how it works. We now have options to roll out a managed security solution to our customers around single sign on password protection."

The timing could not be better. "The threat environment is changing and making customers more educated as to security issues they need to be aware of," Ervine said.

A Clear Cloud Future

Emerging IT learned about Unigma by Kaseya, a new cloud management solution, at the Kaseya Connect 2017 show in Las Vegas. A core Unigma function is detailed tracking of public cloud usage. "The Unigma product is very interesting. The public cloud is very much a growth environment, and we are now putting cloud solutions together for our customers. Being able to offer audits can be very useful in getting the cost-benefit analysis that shows the customer what they're paying for," he said. "I can see a very lucrative option there to offer a package of services for our customers using Unigma."

Ervine is also pleased with Unigma's tight integration with Microsoft Office 365.

The Emerging Future with Kaseya

After a decade with VSA, Emerging IT is now considering adopting two other Kaseya solutions – AuthAnvil and Unigma. At the recent Kaseya Connect show, Ervine saw the overall Kaseya roadmap, and interacted with the Kaseya management team, which is

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> **Noel Ervine**
> Sales and New Technology Director
> Emerging IT

The Emerging IT Story

Emerging IT has a general market focus with a vertical market twist. "Emerging IT is a general MSP. We go across multiple technologies and industries. We do not have any specific niche that we are pitching to. We like to spread our risk. We haven't gone to a vertical, even though some people say these days you must. It's been working for us over the last 16 years," said Noel Ervine, Emerging IT, sales and new technology director.

While Emerging IT is a broad-based service provider, it does have particular skills in automotive, financial services, manufacturing, business services, retail, and hospitality, providing professional and consulting services for these markets.

really shaking things up. "We have been using Kaseya VSA for over 10 years now. We have seen many changes over those years. The new management that came on board recently is the most exciting thing we have seen lately. There are excellent opportunities for us to drive more business," Ervine said.

Still, VSA is core, and increasingly serves as a competitive differentiator for Emerging IT. "We have such experience with Kaseya VSA and long knowledge of the product. Even with other companies coming into this market, we have an advantage because we've got the runs on the board on how to set it up and manage it," Ervine concluded.

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**