

Spark Alliance ditches Connectwise and thrives with MSP 2.0-friendly BMS

Kaseya BMS gives the MSP exactly the capabilities it needs to deliver services and run the business from anywhere, anytime.

Embracing Innovation for Business Efficiency

Spark Alliance, Inc. (Spark) in California is an MSP innovator. One of the first IT service providers to embrace the managed services business model, Spark is run by professionals who stay on top of the latest trends by understanding where customers want to go. Unfortunately, Spark's professional services automation (PSA) software from Connectwise inhibited many of the company's plans.

According to CEO John Morris, the cloud presents a new, even more efficient way to run MSPs. Ever the first adopter, Morris wanted to transform the company that he had built by delivering services and running the business from a single business management platform in the cloud. No longer would Spark rely on the customer or the endpoint to deliver services or run vital business functions such as invoicing and reporting. Service delivery needed to be ubiquitous, immediate and non-disruptive.

Unfortunately, Connectwise was only available on premises and couldn't deliver the scalability, efficiency or integration Spark needed to transform itself into an MSP 2.0. In addition, Connectwise required two and half engineers just to manage the system and its associated infrastructure as well as a dedicated SQL database administrator. Workflow between disparate business functions such as CRM, invoicing and reporting was not seamless, and Morris spent more time than he wanted just getting the software to work the way it was sold to him.

Automated Workflow and Data Integration Key to Business Process Management

Spark investigated several options and settled on Kaseya Business Management Solution (BMS), a next-generation PSA that was built specifically to help MSPs spend more time selling and delivering services and less time on non-revenue-generating tasks like billing and project management. Combined with the MSP's existing use of Kaseya VSA, Spark can now deliver services and manage the business from a single cloud-based platform.

BMS eliminates the need for Spark to dedicate sysadmin resources to manage the solution or associated infrastructure, and streamlines business process management from CRM and scheduling to invoicing and reporting. The solution lives in the cloud, so Morris and his team can keep business running from anywhere—even from Morris's favorite fishing spot.

"Unlike other solutions that have been around for 10, 12, 15 years and are trying to adapt to the cloud, BMS was built specifically for MSPs in the cloud," Morris said. "The UI is extremely intuitive, and modules are laid out chronologically as you would need them throughout the project lifecycle, logically walking you through a typical customer engagement."

The way BMS streamlines processes through data integration between different business functions, such as CRM, service delivery and billing, helps increase the efficiency of his employees, according to Morris. While other solutions such as AutoTask, Tigerpaw and Connectwise are made up of a series of acquisitions and don't share data seamlessly, BMS pre-populates information throughout the platform, allowing Morris to easily and quickly do things like analyze customer needs and client status while simultaneously scheduling resources for the week. This seamless data integration has also cut invoicing lag. Where it used to take six to eight weeks to send an invoice, Morris can now do it

**SPARK**

Kaseya Customer

Spark Alliance, Inc.
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Problems

- The management team wanted to embrace the MSP 2.0 business model to spark additional business expansion
- Its existing on-premises PSA solution from Connectwise required capital expenditures and overhead, wasn't scalable and inhibited growth

Solution

Kaseya Business Management Solution (BMS)

Benefits

- Grew revenue 20% percent in one year while maintaining headcount
- Streamlined business processes by eliminating 70 percent of administrative overhead
- Ensured timely payment by billing within 48 hours of engagement
- Improved services with customers by meeting 92-94 percent of SLAs
- Expanded operations and increased revenue through 85 percent win rate during first meeting

immediately after a customer engagement—often on the spot at the customer site or within one business day upon completion of the project.

At the same time, automated workflow triggers based on events eliminate much of the manual administration associated with running an MSP. For example, if a customer sends a service request through BMS, the system automatically assigns the task to an associate who then has immediate access to information about the customer in the CRM system, including recent engagements and billing history while all activity is recorded in the reporting module. This automation allows Spark to manage by exception, where staff are alerted only when issues occur, so management and staff can spend more time on strategic, revenue-generating projects.

“The feature set and business process management keep getting richer as Kaseya has continued to pour development resources into the solution,” Morris said.

The Ever-Evolving MSP 2.0 Business Model

The combination of BMS and VSA allows Spark to run the business and deliver services to customers from anywhere, anytime on any device. As a result, Morris is able to manage business functions efficiently and seamlessly, saving the company tens of thousands of dollars per year on administration costs. The money can then be allocated to improving customer service, expanding service capabilities and growing the business.

“BMS has everything that you need fundamentally to run a business from start to finish—both internally and externally—and nothing you don’t need,” Morris said.

Morris attributes BMS to helping enhance customer service. Prior to deploying BMS, he typically ran 350-400 percent over his SLAs, which weren't easily tracked with existing processes. Today, with BMS? The company is consistently in the 92-94 percent range. And those administration costs with Connectwise that were preventing him from embracing the MSP 2.0 business model? They’re down 70 percent with BMS, saving the company \$180,000 per year.

In addition to preserving customer satisfaction and retention, BMS has also helped Morris land new business. Able to adjust quotes in real time during customer meetings on his laptop or mobile device, Morris has upped his close rate to 85 percent in first engagement sales meetings—using the ubiquitous cloud, the intuitive user dashboard of BMS and a new way to run the business to drive both growth and revenue.

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John Morris
CEO, Spark Alliance

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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Rev 102616

