

Spark Digital Revamps ICT Services Portfolio to Better Meet Evolving Customer Needs

A central, integrated managed services platform from Kaseya enables powerful yet efficient automatic and remote IT systems management, driving additional revenue and higher margins

A Services Delivery Model from a Customer-First Viewpoint

Reflecting shifting customer priorities and the growing importance of the connected business, Spark New Zealand (formally Telecom New Zealand) needed to evolve its Information and Communications Technology (ICT) services business unit to better meet the new challenges of today's economy. Its customers were becoming increasingly global, connected and mobile and were demanding new, customized ICT services that would make them more competitive in the new economy.

However, with employees based in multiple locations across the country and user base that numbered in the millions, the management team at Spark Digital knew that changing an already established business model and service delivery mechanism would be a large undertaking.

Custom Managed Services that Fit Each Customer's Needs

Spark Digital initially selected and deployed Kaseya VSA to support a large cornerstone customer with complex service requirements. The more they used the product, the more they realized its full power, and how it was a perfect solution to support its evolution to a more partnered selling process.

Now, instead of thinking of themselves as only delivering discrete products and packaged services like remote management, patch management or backup, Spark Digital can offer more comprehensive and consultative managed services that can be customized per customer in a flexible and scalable manner.

"Kaseya delivered the capabilities we needed—preventative, automated maintenance; proactive communications; immediate support—to elevate the level of services we were delivering to our customers," said Gavin Sharkey, general manager of technology for Spark Digital Corporate ICT Services.

Kaseya VSA allows administrators to monitor and manage customers' IT infrastructure from a single, consolidated console, allowing them to proactively and cost efficiently ensure high-performance and availability for users across any device. Kaseya VSA automatically discovers, classifies, tracks and maintains systems that access Spark Digital's customers' networks in a non-intrusive yet secure manner. It also integrates seamlessly with Spark Digital's other technology, making remote management and control easier.

Kaseya VSA's scalable design allows Spark Digital to deliver tailored services to either large enterprise customers or small- to medium-sized organizations based on specific ICT needs. At the same time, Kaseya VSA self-service capabilities gives customers the ability to do Level 1 and Level 2 administration in coordination with Spark Digital's managed services, empowering them with a level of control that makes sense for both Spark Digital and the customer.

Becoming a Trusted Technology Advisor to New Zealand's Biggest Companies

The level of automation and remote control in Kaseya VSA allows Spark Digital to seamlessly deliver high-level managed services to its customers centrally and efficiently, passing those savings along to customers. According to Sharkey, complete visibility into



Kaseya Customer

Spark Digital
www.sparkdigital.co.nz

Problems

- Spark Digital needed to deliver ICT services that meet evolving customer needs to reflect changing market conditions
- Customers are spread out across New Zealand, making it difficult to deliver managed services over distributed networks

Solution

Kaseya VSA

Benefits

- Higher customer satisfaction and retention
- Additional revenue and higher margins
- Spark Digital is now a trusted technology advisor for its customers

its customers' environments and the ability to provide ongoing support is a key differentiator over competitors and allows the MSP to be seen as a trusted technology advisor rather than simply a service provider, consulting them on high-level business issues such as governance, security and compliance.

As a result, Spark Digital has grown significantly since the company's realignment as the increase in customer engagements and satisfaction has led to increased customer loyalty, additional revenue and higher margins.

"We've been using Kaseya for many years, and it has evolved with our needs every step of the way," Sharkey said. "We can now choose the appropriate services and solutions of the typical managed service portfolio to deliver exactly what the customer wants. We're more closely connected with the needs of our customers and that is reflected in the services we provide."

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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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