



EBOOK

SUPERSIZE YOUR MSP

WITH 24X7 NOC SERVICES



Supersized service providers often have the luxury of having enough technical staff to operate 24x7. These big managed service providers (MSPs) can support clients night and day and resolve problems across a wide geographic area.

As technology levels the playing field between these large organizations and smaller MSPs, this remains one area where size is a competitive advantage. During off hours, smaller MSPs do not have that luxury and thus cannot solve client problems, or work across time zones.

Fortunately, there is a solution that enables smaller MSPs to compete with their larger 24x7 brethren. Outsourcing service coverage to a Network Operations Center (NOC) means a technician is always available and clients are seamlessly serviced.

A NOC for an MSP is a third-party resource that manages and delivers services. During normal work hours, the MSP oversees service delivery. After hours or when the service load is too high, the NOC takes over and provides those same service functions.

The goal is that when a client has a problem, they do not know whether it is handled by the MSP directly or the third-party NOC service provider.

The good news for clients is that problems can be identified and (often) solved when they actually occur – rather than waiting until the next day.

The NOC also relieves grunt work, allowing MSPs to be more strategic. Partnering with a NOC vendor to deliver round-the-clock support and routine functions, such as patch management and systems maintenance, enables you to better focus on the consultative part of the business, as Channel Future notes.¹



How to Get a NOC

Large MSPs with around-the-clock staff coverage have essentially built an in-house NOC. However, they have to staff this internal NOC around the clock to achieve 24x7 coverage. An internal NOC is expensive, with labor costs and infrastructure investments.

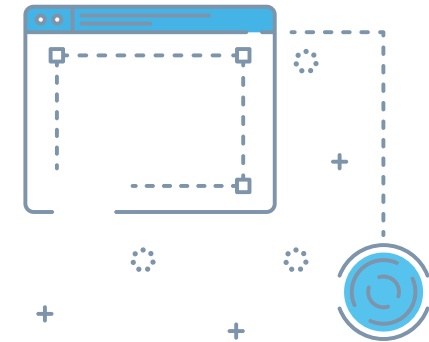
Like cloud services, partnering with a third party that offers NOC services imposes lower operating costs in the form of labor and fewer sunk infrastructure expenses.

With an outsourced NOC, you can service clients far more effectively, particularly when it comes to uptime and mean time to resolution. If that NOC partner is also your technology solutions vendor (providing remote monitoring and management tools, for example), you know its technical staff is expert in how that software solution works, and can easily spot and resolve problems.

NOC services are sold on an OPEX basis, and because of the NOC vendor's economies of scale, it should be far less expensive to outsource this coverage than to staff up and do it yourself. The money you save can then be invested in other strategic parts of your business.

A NOC comes in handy when unforeseeable events occur. For example, filling in when a technician calls in sick or resigns suddenly. It can also handle peak workloads, such as seasonal busyness or new client onboarding. A NOC ensures your operations scale smoothly and clients are happy.

Kaseya customer IT-Guru is reaping the benefits of the Kaseya NOC services. "The thing I like most about Kaseya's IT services is that it's really an extension of our business," said Joe Axne, president of IT-Guru. "They're there 24x7x365. Watching over all the monitoring, all the noise that is being created and suppressing the issues, resolving the issues on the fly without having to hire staff. They are providing us the proactive care we need. They are providing that proactive side so I do not have to hire a proactive team here."



✓ *Bring on New Clients with No Fear*

Most MSPs are intensely busy and in need of more skilled technicians. Under these circumstances, it can be hard to bring on new clients and tackle additional projects to grow the business. An outsourced NOC comes to rescue, taking on much of the work of your techs, and allowing them to drive new projects. Having a NOC is just like having a larger staff, one already trained to handle your services.



✓ *Selling 24x7*

With a NOC, you appear as a larger company with broader service coverage. Your prospective clients are assured of far greater uptime and faster problem resolution that increases their productivity. Clients are also more secure because the MSP and the NOC service regularly patch machines and keep antivirus/antimalware definitions up to date.



Kaseya NOC Services Offer Path to Growing your Business

Kaseya NOC Services has been built especially for Kaseya MSP customers, enabling MSPs to be up and running right away.

With Kaseya NOC Services you can:

- Scale immediately without expensive overhead
- Meet and exceed service-level expectations
- Free up staff to focus on new ways to add value
- Maintain complete control over end-user interaction
- Enhance your bottom line profitability with 24×7 services
- Access Kaseya's best practices monitor set and troubleshooting methodology

✓ *Virtual Monitoring – First Line of Defense*

Kaseya NOC Services performs just like an extension of your own staff, except it never takes time off. Like your technicians, the service monitors client systems to make sure they are working and performing properly.

When trouble is found, the service can deal with the alarms, filter out the false ones, and remediate the issues based on predefined workflows and best practices.

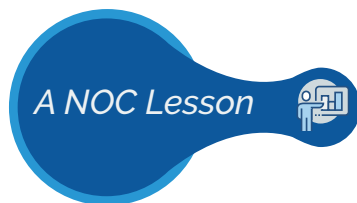
✓ *Kaseya NOC Services Options*

Kaseya NOC Services comes in three flavors. The first level of service is monitoring only. With this service level, Kaseya NOC Services handles the monitoring, and the Kaseya NOC technical team reviews alarms and escalates the issues that need tending. The NOC team also offers troubleshooting advice so MSP technicians can prioritize their work and ensure that SLAs are continuously met.


Next are two options in which the Kaseya NOC team uses data from the monitoring service to take more proactive action. Designed to let you scale quickly, Kaseya NOC Services delivers the monitoring and management services you need to extend your current in-house staff and meet your customers' demands.

Even better, you have the flexibility to choose the exact level of service that is right for your business.

Discover the benefits and find out how you can take full advantage in our webinar



Learn How to Accelerate your Growth with Kaseya NOC Services.



Learn more about how you
can leverage NOC services
to accelerate growth and
increase profitability.



About Kaseya

Kaseya is the leading provider of complete IT management solutions for managed service providers (MSPs) and midsize enterprises. Through its open platform and customer-centric approach, Kaseya delivers best in breed technologies that allow organizations to efficiently manage and secure IT. Offered both on-premise and in the cloud, Kaseya solutions empower businesses to command all of IT centrally, easily manage remote and distributed environments, and automate across IT management functions. Kaseya solutions manage over 10 million endpoints worldwide. Headquartered in Dublin, Ireland, Kaseya is privately held with a presence in over 20 countries. To learn more, visit www.kaseya.com.

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