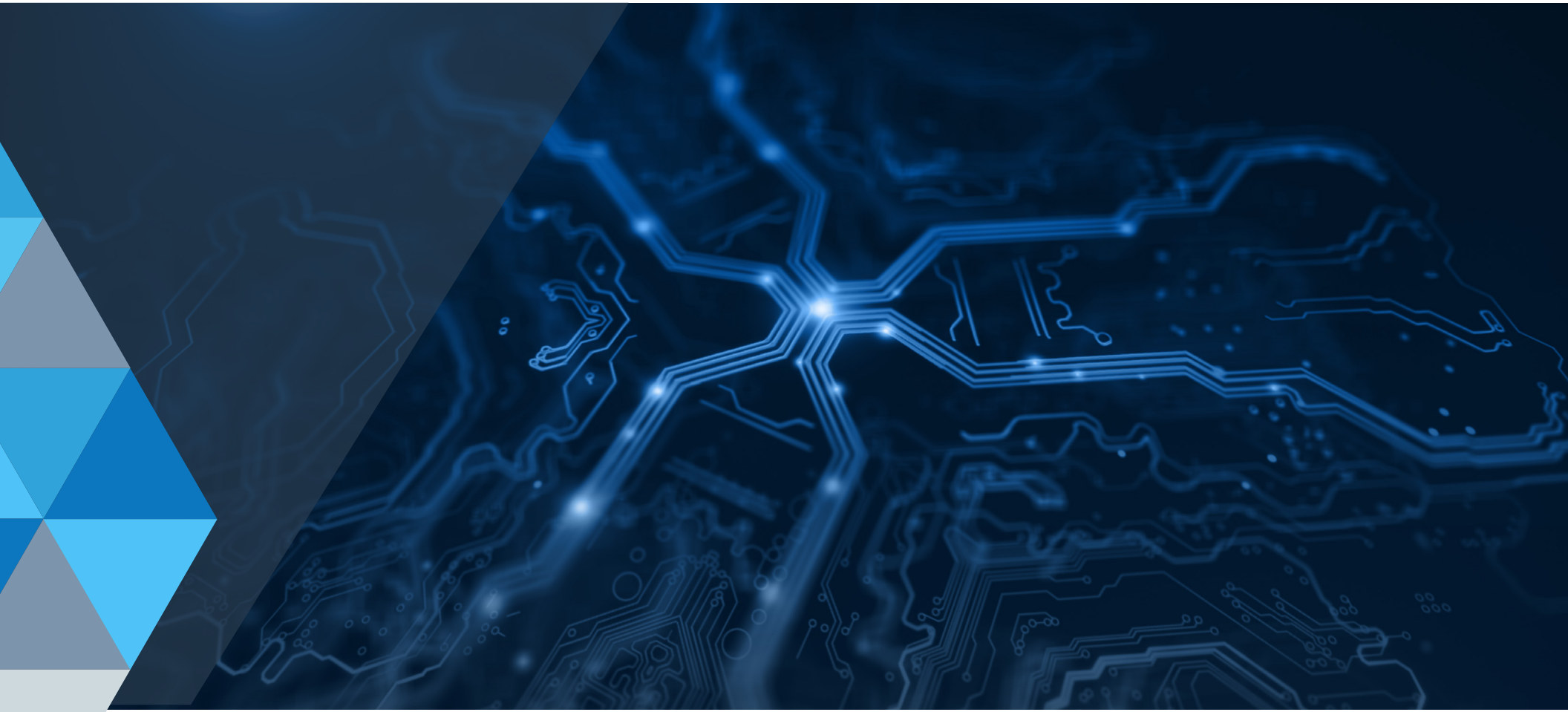
EBOOK

MAXIMIZE MSP EFFICIENCY AND PROFITABLITY BY LEVERAGING KASEYA VSA INTEGRATED WORKFLOWS



KNOW ALL, DO ALL, SEE ALL, FROM ONE COHESIVE VIEW

The sheer number of options available when choosing an IT solution vendor can overwhelm even the savviest of decision makers in an MSP. The difficulty lies not only in the fact that there are so many solutions and technologies to choose from, but also once the decision is taken, MSPs feel like they must stand by it for a long time due to the perceived cost of the solutions. It is not always true that technicians hate switching to new solutions. In fact, most technicians prefer the new integrated solutions within just a few weeks of usage, and this could also significantly boost your profits by reducing software costs.

MSPs are always looking for the right solution stack that provides the efficiency and scalability they need to accommodate their customers' needs, and enables them to grow and maximize their return on investment (ROI), thereby increasing profitability.

This eBook examines how you can enhance technician efficiency and optimize your spending by leveraging an integrated solution that brings together RMM, PSA and IT documentation under a single comprehensive platform. This is successfully done by bringing together Kaseya's RMM Tool - VSA, and its native integrations, with other core MSP Kaseya solutions such as its PSA Solution - BMS and IT documentation tool - IT Glue. These three solutions form the core of the Kaseya IT Complete solution stack, which increases efficiency by 25 percent.

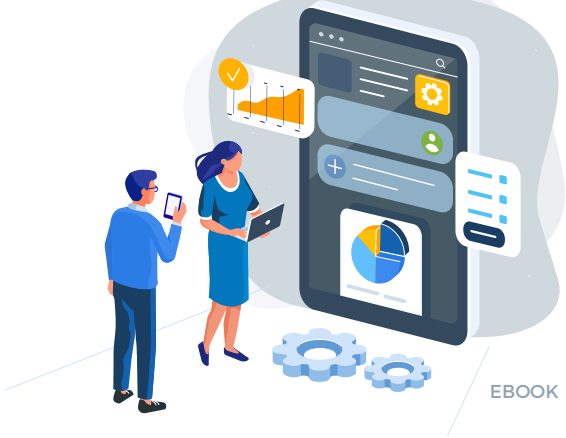
TECHNICIAN EFFICIENCY COMES FIRST

VSA by Kaseya + BMS by Kaseya + IT Glue A Kaseya COMPANY

Increases Technician Efficiency by **25%**

Being efficient is the cornerstone of success for any MSP business. Getting the work done in seconds or minutes rather than days or weeks will give your business the competitive edge it needs to stand out. The more your business stands out, the higher the chances of soaring customer satisfaction.

One of the prime reasons leading to inefficiency is when technicians do not get access to information and documentation, when and where it is needed. Instead, half their time is spent looking for mission-critical information.



The result? Loss of revenue, time and customer satisfaction, which eventually leads to MSPs giving up on the quality of their services. The difference between a good MSP and a high-growth MSP depends heavily on how quickly and accurately the above-mentioned processes are executed.

One of the best ways to boost technician efficiency is by integrating your software solutions and streamlining your workflows. While looking for information and performing various IT tasks, technicians spend a lot of time switching between different applications. A comprehensive tool that bridges the "space between" by bringing together different solutions in a single platform, is vital here.

BUILDING A BUDGET

The MSP market has witnessed some dramatic changes since the beginning of 2020. The pandemic lockdown has forced many businesses, including MSPs, to shift their focus from customer acquisition and growth to customer retention and survival. Also, IT tickets and security requests have increased significantly due to an unprecedented transition to remote working.

While traditional budgets focused on strategic business initiatives, upcoming budgets are expected to focus on ways of boosting efficiency and cutting costs. To achieve this, MSPs must switch to new solutions that could control their monthly costs and boost efficiency at the same time. Future businesses require multi-function IT teams that can take care of all aspects of IT such as endpoint management, backup, security, compliance and more.

By switching to a solution that offers seamless integration of all these services, MSPs can boost their efficiency and offer high-growth solutions to their customers. This can optimize IT spending and allow MSPs to rebuild their business health.

DRIVE GROWTH THROUGH ESSENTIAL SERVICES

In a competitive market, the best way to achieve growth is through efficiency. MSPs need to provide essential services that are integral to their clients. For instance, businesses always need solutions like security, compliance, and backup and disaster recovery. A multi-function MSP that offers a comprehensive suite of all these solutions along with endpoint management will have great demand irrespective of the market conditions.

MSPs should leverage the power of all these services by accessing them from a comprehensive platform. Only when the workflows of these solutions are integrated, is it possible to achieve maximum efficiency in an organization. With the integrated solutions of VSA, BMS and ITG, MSPs can get everything done from a single, unified platform and boost efficiency. This, in turn, will drive profit growth.

HURDLES TO OVERCOME TO ACHIEVE PROFITABILITY

MSPs operating with traditional, mediocre solutions often face various hurdles, which result in poor efficiency and high costs. These traditional solutions that operate disparately without any integration can be very expensive.

To achieve profitability in a short span of time, MSPs must control kit costs and boost efficiency. When MSPs use integrated solutions, they can avoid paying for disparate solutions they may not even use and bring down the overall costs. This will also drive efficiency by streamlining the workflow and eliminating redundancy.

Before we look at how a comprehensive solution can help overcome these hurdles, let's understand the impact these hurdles have on business operations. Here are the top four hurdles you need to overcome to achieve the desired level of profitability.

1. Disparate and Disjointed Systems

Disjointed systems are a major obstacle in the way of achieving desired efficiency, especially when it comes to the disparity between the core set of applications. RMM, PSA and IT documentation are the most important applications for MSPs when it comes to carrying out everyday operations. When these solutions are crippled by multiple logins, complicated interfaces and poor integrations, crucial data gets difficult to move around—let alone reaching the technician when required.

Moreover, despite spending and expending a considerable amount of your money and resources, you still can't see what you need to see when the problem arises, and you waste valuable time attempting to find it. Disjointed systems are not only cobbled up and inflexible, but if the mechanism is derailed, technicians spend forever trying to figure out how to get things back on track.

According to Kaseya's 2020 MSP Benchmark Survey Report, 81 percent of MSPs agree that the integration between RMM, PSA and IT documentation could help their organizations drive better profits.[1] In most MSP businesses, tight integration between these tools can be the key factor in keeping your customers satisfied and easing the burden on your technicians. If the communication between these three tools remains fluid, the operations are bound to see good results, ultimately delivering a better ROI.

THE AVERAGE TECHNICIAN LOSES APPROXIMATELY **50%** OF THE DAY TO MUNDANE TASKS

2. Poor Resource Planning

MSPs are aware that the synchronous working of RMM, PSA and IT Documentation is imperative to their operational success. However, they lack time and dedicated resources. To add to this, most technicians most technicians spend their day in constant firefighting mode. The overwhelming task of handling daily tickets and alarms consumes a major chunk of their workday and possibly keeps them up at night. When the next day comes, there are loads of tickets from the off hours to tend to. The day begins with these technicians already playing catch up. Under these circumstances, it can be hard to dedicate resources simply to ensure that these tools are working the way they should.

A common solution offered to the above-mentioned scenario is increasing the headcount. However, finding the right talent is a herculean task and retaining them is a whole different ballgame. MSPs need to come up with creative ways to attract and retain them.

These challenges significantly impact the profitability of MSPs. MSPs need to update their solution stack by switching to solutions that are efficient and cost-effective. Big companies often go with MSPs that are efficient rather than with MSPs that have more manpower. By switching to more efficient ways of handling tasks, MSPs can free up the valuable time of their resources and use them for other core tasks that contribute to profitability.

CYCLING BETWEEN TASKS MEANS MORE INTERRUPTIONS IN THE TECHNICIAN WORKFLOW.

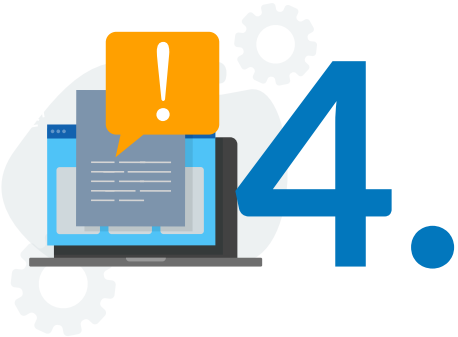
3. *Lost Information*

Scattered data makes it difficult to find relevant information and often leads to errors and inaccuracy that sounds the death knell for efficiency. Although all three disparate RMM, PSA and IT Documentation mechanisms might be up and running, they are far from working in harmony. As a result, finding the right information becomes a cumbersome time-consuming process.

According to IDC data, knowledge workers spend almost 30 percent of their time looking for relevant information.[2] It can be one of the most frustrating parts of your day to be searching for some piece of information that you're sure you have, but you can't find. The information your PSA needs sits in the RMM, but there is no easy way to fetch it.

Having asset information at your fingertips enables you to monitor your client infrastructure effectively and resolve issues quickly. Hence, the best way to tackle this issue is by using a comprehensive solution that seamlessly integrates the functions of RMM, PSA and IT documentation in a single, unified platform. When all these key solutions work cohesively in an integrated workflow, technicians can get all information they need instantly.

20% OF TECHNICIAN TIME IS WASTED SEARCHING FOR INFORMATION.



4. *Inefficient Ticketing User Interface*

An inefficient user interface (UI) can make service desk management both cumbersome and time-consuming. There are several concerns associated with ticketing user interfaces that technicians often complain about. For instance, inefficient navigational features requiring multiple clicks can end up wasting a lot of the technician's time.

Excessive scrolling and mouse action can further make it cumbersome for the techs to perform even the simplest of tasks. Poor visual flow and irregular placement of information is another major concern that can adversely impact the efficiency of the service desk management UI.

In addition to this, an inefficient user interface can make it very difficult for the technicians to keep track of time or work on multiple tickets (multi-task). As such, it is important to focus on increasing technician productivity by getting a PSA solution that offers an intuitive experience for faster remediation of tickets.

BEST WAYS TO CUT YOUR MSP KIT COSTS

What can an MSP do to remove barriers to efficiency? When the RMM, PSA and IT Documentation system works in a disparate, disjointed way, it creates multiple points of data entry. For example, you are manually entering data in the RMM system but you cannot carry that information to the PSA or the documentation system. So, the technicians must manually enter the data each time and are bound to follow a linear approach, which is both old school and prone to errors.

You need an integrated solution that streamlines your workflow and eliminates any waste in the process. A comprehensive solution that brings RMM, PSA and IT documentation together in the same platform will significantly boost technician efficiency and result in a 33 percent cash generation increase. Our integrations will save labor time. Kaseya solutions are also less expensive. We call this PROFITFUEL. Because by decreasing costs and increasing cash generation, you are multiplying your profitability.

Kaseya provides your MSP business with IT Complete - a complete solution stack that can help you maximize technician efficiency, ultimately leading to better customer satisfaction. The integrated solution of Kaseya VSA, BMS and IT Glue helps your technicians perform all IT tasks from a single pane of glass and does not tie them down with linear workflows. Instead, you can defy the traditional barriers of interface dependency by giving them thefreedom to switch between applications, how and when they want. No information is lost and no workflow is broken.

Your technicians will have all the information they need, when and where they need it, with seamless visibility and functionality for any workstream they are managing. But you're probably asking the most obvious question right now - how does it lead to better profitability?

BY CONTROLLING YOUR KIT COSTS,
YOU GAIN A **33%** CASH GENERATION INCREASE.

VSA FACTORS CONTRIBUTING TO HIGHER PROFITABILITY

• **High-Powered Automation** – You need to automate operational tasks such as software deployment, patch management and antivirus/antimalware deployment and management. Kaseya VSA enables policy-based IT automation that dramatically increases your IT team's productivity. You can auto-remediate tickets by running agent procedures from Kaseya BMS. You can also execute VSA procedures directly on the IT Glue Configurations page without switching to VSA. With an integrated solution, you can mention what can be enabled from any interface and from anywhere, with the Kaseya Fusion Mobile app. This could increase the overall efficiency by reducing the time spent on routine tasks. Automation also minimizes the errors associated with manual processes, so there is less rework. With Kaseya VSA, you get 75 percent more automation with our Marketplace of over 11K users.

• **Remote Control & Remote Access** – IT efficiency can be significantly maximized with the help of remote control and remote access. With the Live Connect feature in the integrated Kaseya VSA, BMS & IT Glue solution, you can remote into your endpoints from either solution and resolve various IT issues without disturbing the end user. By quickly resolving IT issues, you can save valuable time and boost efficiency in your IT environment.

75% MORE AUTOMATION WITH
A MARKETPLACE OF OVER 11K USERS

NEW TICKETING EXPERIENCE IN IT GLUE AND BMS

Deliver the best ticketing experience among PSA solutions with the new offering from IT Glue and BMS. The new ticketing feature:

- Is designed to deliver high efficiency in ticket management through an intuitive user interface
- Addresses the most desired navigation and user experience improvements collected from customer interviews
- Provides technicians with a user experience that is designed for multi-tasking — working multiple tickets at once
- Is available in IT Glue and works in conjunction with BMS

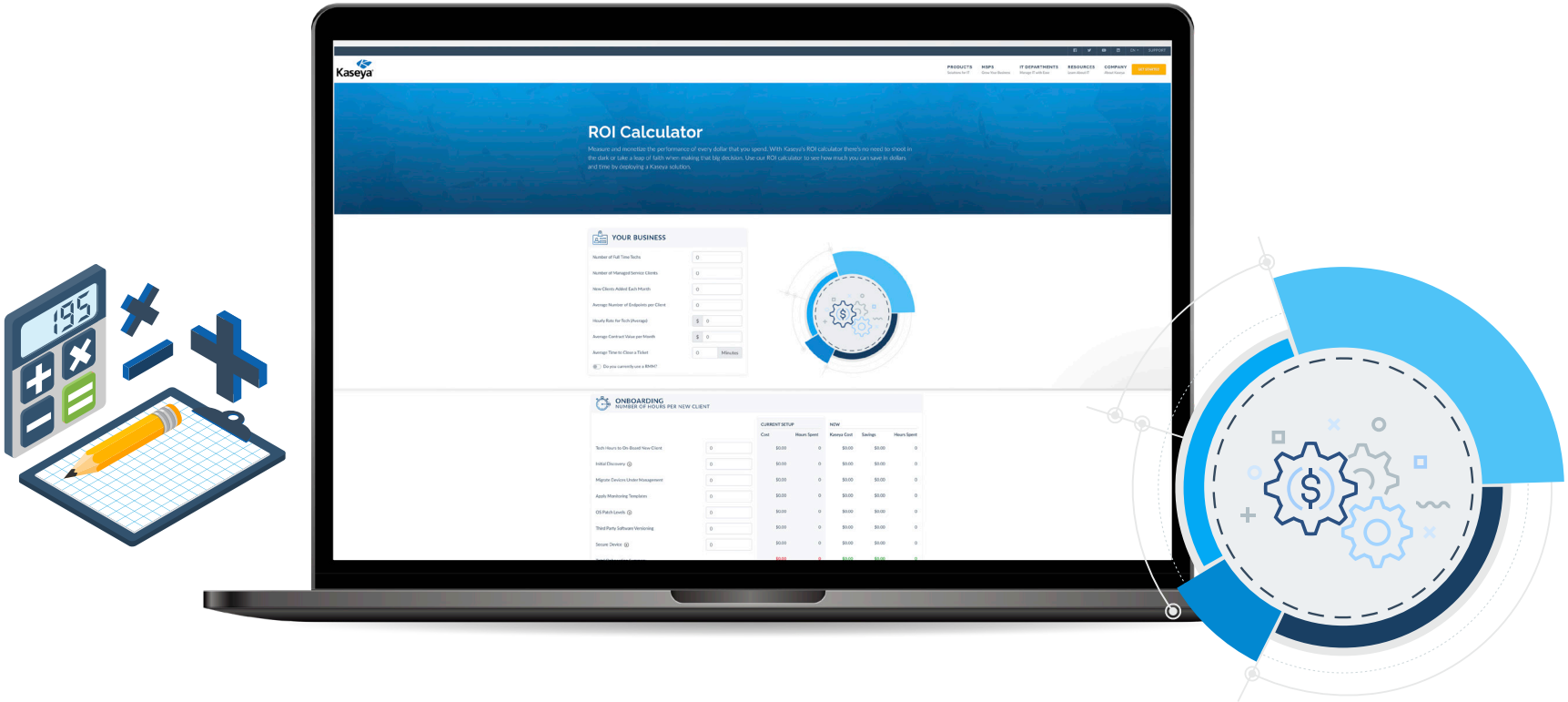
Some of the major highlights of this new ticketing experience are:

- Fluid navigation with in-line editing and less clicks
- Easy access to multiple tickets in a single pane
- Visible ticket timers and convenient start-stop design
- Activities section with latest correspondence at top view
- Quick finder shows most recent tickets submitted by customers
- Related Item feature — Ticket shows related items such as SOP (standard operating procedure) and passwords from IT Glue that can be used to help technicians resolve tickets faster
- Auto-remediation feature — Tickets can be auto-remediated or preliminary diagnostics can be performed using VSA agent procedure
- Ticket information is synchronized between IT Glue and BMS so that the technicians can always see the latest information and updates

THE ROI CALCULATOR

Kaseya provides an ROI calculator that helps MSPs calculate potential cost savings and ROI from Kaseya VSA. It is based on Kaseya's VSA RMM, which is the foundation of Kaseya IT Complete. The ROI calculator allows you to input the details of your technicians, which includes employee details, the percentage of time spent on various IT activities and the various costs involved.

Upon entering valid data, the calculator provides you with cost savings details, **benefits and the ROI associated with using the Kaseya IT Complete solution.**



GET STARTED WITH VSA TODAY!

With Kaseya VSA, MSPs can focus on achieving their business goals while keeping costs in check. In this time of need, MSPs need Kaseya IT Complete with its integration of VSA, BMS and IT Glue. This acts as profit fuel for MSPs by boosting technician efficiency, reducing costs, and helping them acquire and retain customers.

By controlling kit costs, MSPs can increase their profits immediately. Most importantly, this cohesive solution will help technicians achieve efficiency in their workflows and bring down costs even further. Overall, you will find Kaseya IT Complete to be a solution that boosts your MSP efficiency and increases your profitability.

SIGN UP FOR A DEMO

Sources:

1. Kaseya 2020 MSP Benchmark Survey Report
2. Workers Spend Too Much Time Searching for Information, Cottrill Research

About Kaseya

Kaseya® is the leading provider of complete IT infrastructure management solutions for managed service providers (MSPs) and internal IT organizations. Through its open platform and customer-centric approach, Kaseya delivers best in breed technologies that allow organizations to efficiently manage, secure, automate and backup IT. Kaseya IT Complete is the most comprehensive, integrated IT management platform comprised of industry leading solutions from Kaseya, Unitrends, Rapidfire Tools, Spanning Cloud Apps, IT Glue and ID Agent. The platform empowers businesses to: command all of IT centrally; easily manage remote and distributed environments; simplify backup and disaster recovery; safeguard against cybersecurity attacks; effectively manage compliance and network assets; streamline IT documentation; and automate across IT management functions. 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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