



EBOOK

# PROVING YOUR VALUE TO PROTECT YOUR BUDGETS AND GROW YOUR TEAM



In today's increasingly competitive business environment, it's no longer enough to provide high-quality service. You must also demonstrate the value you provide to your organization through consistent reporting. IT professionals often lack the time or expertise required to create custom reports that showcase their true value, resulting in a perceived gap in the output of completed work versus the value of that work.

A best-in-class endpoint management solution provides reporting that will help you demonstrate to your executives the true value your IT team provides, improving executive confidence in your department and helping to protect or grow your budgets.

About 29% of IT professionals listed "not having enough budget" as the top challenge facing their department in 2022. Another 16% cited "documentation and reporting improvements" as their top challenge while 8% of IT professionals cited "an inability to support strategic business decisions" as their top concern.

Putting all this together, it's clear that IT professionals struggle to demonstrate the true value they provide to the business and understand that this gulf between perceived value and actual value of their work is negatively impacting their organization.

The old saying that the battle for high-performance, secure IT takes place in budget planning meetings and not in implementation still holds true today. To improve both technology efficiencies and safety for your business, you must demonstrate your work is of higher value than other business functions. However, this can't be done without best-in-class, value-based reporting. IT professionals are constantly being asked to do more with less, and are often too busy to build their own bespoke reports in Excel let alone a custom long-term solution.



There are several major challenges with leveraging conventional endpoint management solutions for reporting:

- ✔ Solutions fail to offer customizable reporting that has meaningful trends or insights.
- ✔ Out-of-the-box reports also typically do not accommodate critical third-party data, such as antivirus, backup or CRM data
- ✔ Exporting data into third-party business intelligence (BI) software is either incomplete or flat-out impossible with out-of-the-box reports
- ✔ Combining data from multiple sources in order to provide insightful reporting to executive teams is almost never standard in conventional endpoint management solutions
- ✔ Creating and distributing reports is a laborious process without automation



## Best practices for IT reporting

The path to demonstrating your true value to your business starts with efficient IT reporting practices. Here's a list of IT reporting best practices that you must be mindful of:

### ✔ *Value-driven reports*

Value-driven reporting should be focused on showing how your IT team is helping your organization achieve its strategic objectives, such as reducing risk or improving employee productivity, by solving work-blocking IT problems proactively. You must focus on creating value-driven, meaningful reports that showcase the actual value of the work rather than just a list of activities done.

For instance, value-driven reports show the vulnerabilities that have been pre-emptively solved. Meaningful reports should also demonstrate trends for a better understanding of how both your department and the company is performing over a period of time. In addition, you must also consider the audience for these reports. The CEO and CTO have different interests. Tailor your reports to what they will find the highest value in.

### ✓ *Automated report preparation and delivery*

It is, of course, still a best practice to schedule monthly or quarterly calls with decision-makers to dive deeper into the value you created and to reaffirm the relationship based on that. However, you want to have more touch points with your organization's decision-makers than on a monthly or quarterly basis.

One of the best ways to showcase your value to your company is to automate the delivery of your value-driven reports. A common complaint we hear is the time it takes to prepare and distribute reports. A best-in-class endpoint management solution will offer the ability to automate both preparation and delivery of reports to the right members of your client organizations.

### ✓ *Integrations*

To demonstrate the true value of IT, you need to factor in multiple tools such as endpoint management, service desk, IT documentation, backup, security and so on. An effective solution will combine individual reports from all of these tools into a single, holistic report. Your endpoint management solution should also be able to combine data from any SQL-based application with data directly from the rest of your IT management tech stack.

### ✓ *Visibility into cybersecurity*

Endpoint management solutions are considered the first line of defence in cybersecurity. However, endpoint management's critical role in keeping your company safe is underappreciated due to a lack of out-of-the-box reporting in conventional solutions. Value-proving reports should offer comprehensive visibility into your organization's security posture, including the

status of antivirus and patches. Threat-detection reports are extremely useful in proactively identifying any potential threats or vulnerabilities within the system, allowing you to remediate them before they become serious breaches. You should also ensure that your reporting includes relevant data on antivirus/antimalware installation status, patch preparedness and other security measures.

## Kaseya VSA's value-based reporting solution

Kaseya VSA provides best-in-class reporting that will help you demonstrate to your organization the true value you provide and boost productivity with just a click of a button. Let's take a look at some of the most powerful features of Kaseya VSA that render it one of the best reporting solutions in the market:

### ✓ *Maximum flexibility*

VSA's value-based reporting solution covers almost all IT use cases. It allows you to share reports via email or within VSA. In addition, you can send reports in different formats, such as PDF, Excel or HTML, to suit your company's unique needs. The solution also allows you to customize reports to suit your company's branding and company/supervisor's preferences. Automating the inclusion of company or business unit branding in reports will go a long way towards demonstrating your commitment to the company's vision.

Data retrieved from VSA's reporting solution easily powers your external BI platforms. The platform allows you to retrieve 100 different predefined reports across 18 categories. Additionally, VSA features a powerful scheduler that can send both individual reports and report sets. A great UI with a flexible look and feel is another attractive feature of VSA's reporting module.

The platform is open to multifaceted use – from within the VSA interface to a third-party BI tool like PowerBI or Tableau. As such, you get a direct, seamless data pipeline from VSA to your BI tool of choice. In addition, the module offers native support in PowerBI and Tableau. The module is completely secure by virtue of its design. Both Oauth 2.0 and other basic authentication protocols make the bidirectional flow of data to and from the module very safe.



### ✓ *Enhanced instrumentation*

VSA offers enterprise-grade visual report building, leveraging the technology from Wyn Enterprise. It offers a fully functional report designer with a robust components library from which to make selections. You also get a data set designer with external data sources and relational modelling. Additionally, the module offers modern, sleek layouts, fonts and graphics.

### ✓ *Enlarged data library*

VSA's reporting module offers seamless data source integration with all Kaseya products to increase the depth and breadth of report quality. Also, you can perform any custom import using SQL, OData API or XLS. And that's not all. Those who want to take customization even further can combine Kaseya data with data from other databases in a wide variety of data formats to create a single, useful report.

### ✓ *Reduced operational costs*

You can leverage cross collaboration with other leading IT tools to offer dozens of value-oriented report templates that plug and play within VSA. In addition, you can make use of Kaseya's [Automation Exchange](#), a global community of experts exchanging automation scripts, monitor sets, and report templates, to further improve your reporting capabilities without relying on expensive consultants.

## Leveraging VSA to protect your budgets

How does reporting help protect/increase your IT budgets? Value-driven, meaningful reports enable you to demonstrate your true value as well as your team's business impact.

You can automate the distribution of said high-value reports to save yourself time and build trust with your superiors/C-suite. Make sure that the format in which you're distributing reports matches your leadership's preferences. Industry-leading endpoint management solutions offer reporting in different formats, such as Excel, PDF and Word, and can also be exported to industry-standard BI tools such as Tableau or PowerBI.

IT budgets get cut when Finance/C-suite doesn't understand the value you provide to the organization. Many less technologically savvy executives may not understand the totality of IT actions nor the impact to the business.

Make sure reports include high-value activities such as vulnerabilities averted, number of employees unblocked from work stoppages, number of patches deployed without impacting employee efficiency and so on.

**"They know we're doing a good job because they see those reports each week and they see that their machines are being taken care of." Kevin Kohrs, CTO at Data-Tech**



Furthermore, you can also leverage reports to highlight budget gaps such as:

- ✔ Number of machines that are outside of their warranty that you can't upgrade due to insufficient budgets
- ✔ Amount of security vulnerabilities that you can't remediate fast enough due to insufficient headcount
- ✔ Number of hours of work stoppages due to inadequate budget allocation for backup

Additionally, you can also refer to previous reporting for quarter-end/year-end performance reviews so that you're always on top of your team's performance

## CONCLUSION

VSA's value-driven reporting empowers you to demonstrate your true value to your company's leadership and show how significant your business impact is. When your organization knows your true value and trusts you, it becomes easier to get adequate budgets required to optimize your team's productivity. Kaseya streamlines reporting for you, helping you do more with less and drive business growth.

***Want to know how?***

***Schedule a free demo now!***



#### 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](http://www.kaseya.com).

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