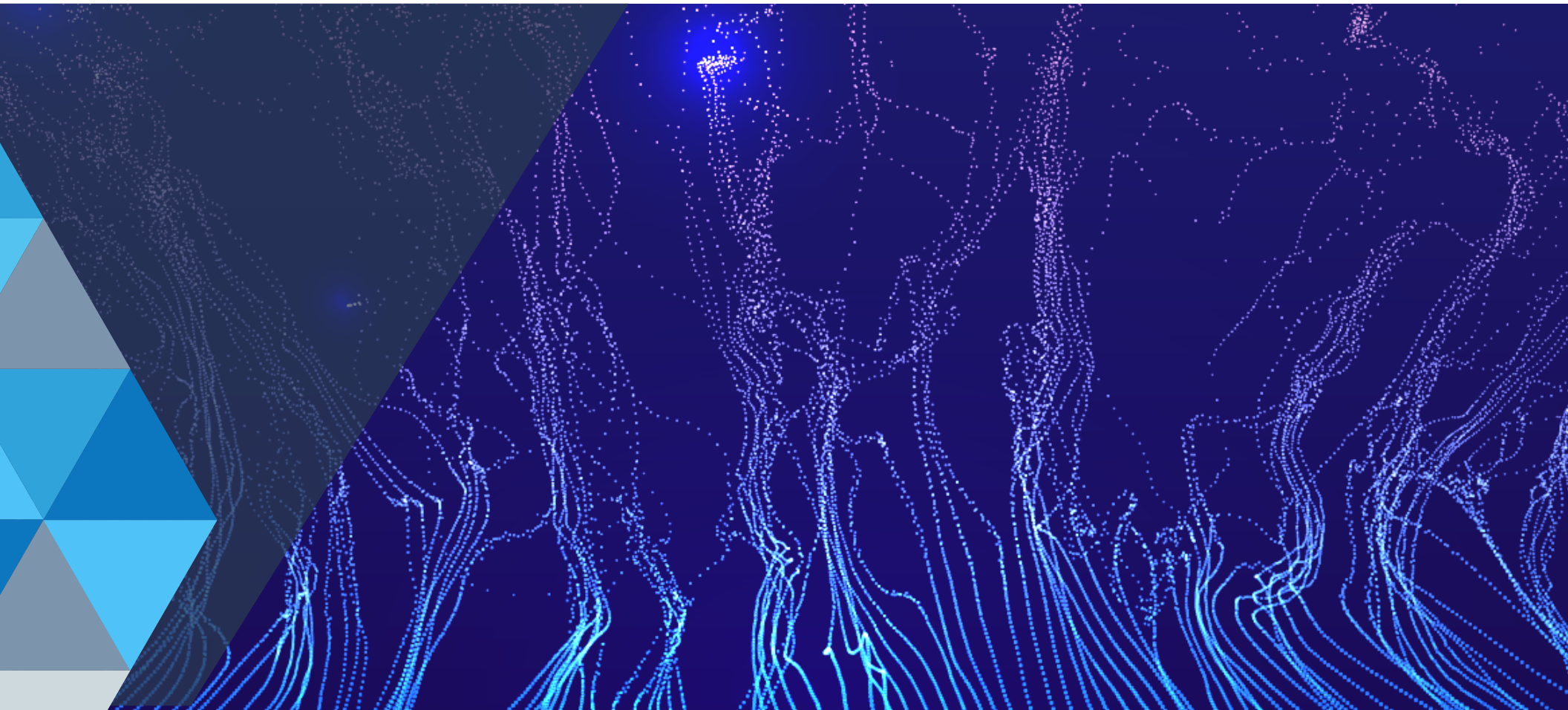




EBOOK

RIDING THE WAVE OF 2020 IT TRENDS TO DRIVE BUSINESS TRANSFORMATION



Introduction

Information technology has undergone massive changes over the years, and these changes have had a profound impact on how businesses operate across the world. Some technological developments, like artificial intelligence and blockchain, have led to disruptive innovation in many industries. With this disruption comes opportunities that businesses can capitalize on to transform and grow over the next few years. As we kick off the next decade, let's look at some of the strategic information technology (IT) trends identified by international research firm Gartner¹, and translate them to the closely related trends that impact medium-sized businesses. Here's how you can "ride the wave" of 2020 technology trends to grow and transform your business.

Hyperautomation

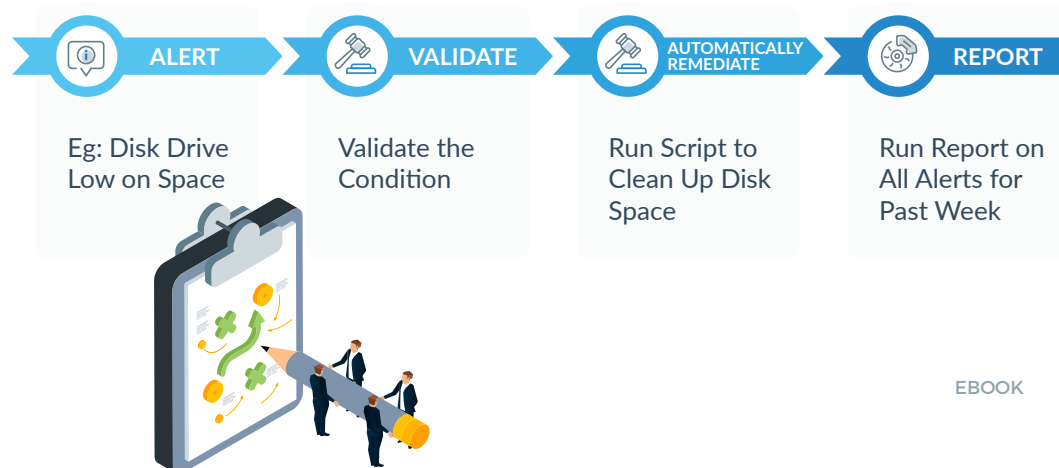
Gartner identifies this as a key technological trend that will change how businesses operate over the coming years. Hyperautomation focuses on using advanced technologies like artificial intelligence (AI) and machine learning to automate complicated tasks. Gartner notes, "Hyperautomation is an unavoidable market state in which organizations must rapidly identify and automate all possible business processes."

How this translates to midsize businesses:

This boils down to IT automation, which is a key objective for all businesses. IT automation allows organizations to operate more efficiently, reduces IT operating costs and frees up more time for strategic initiatives. Agents can execute scripts on each of your endpoint devices to automate IT processes. Ideally, you can use policies to standardize your processes across groups of machines in your IT environment. Policies can specify your server configurations, the events and conditions to be monitored on the endpoint, the processes to run and on what schedule to maintain each endpoint (including automated patch management), and how to respond to common IT incidents. You can auto-remediate these incidents with agent-executed scripts.

With IT automation, you can free up time to focus on more critical and strategic projects that will move your business to the next level.

AUTOMATED IT MONITORING AND REMEDIATION



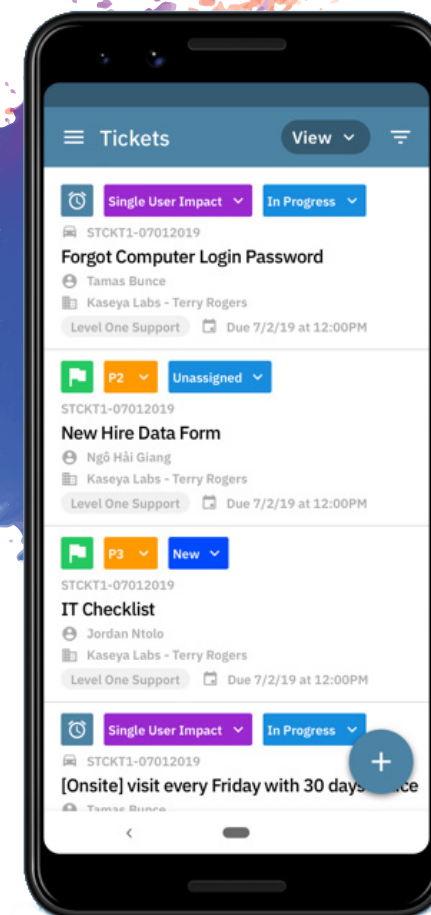
Multiexperience

The traditional way humans interact with technology will undergo a dramatic shift over the next decade. Gartner predicts that the single point of interaction that you have today with your computer will transform into a multi-sensory approach using augmented reality (AR), wearables, and multi-touch-point interfaces. These technologies will greatly enhance activities such as product design, field service work, and training. Advanced sensors and connected wearables will facilitate this transformation.

How this translates to midsize businesses:

The IT world has witnessed many changes over the years in terms of how IT teams perform their tasks. The first step in the multiexperience journey is the mobile app experience for managing IT on the go. A mobile app that brings together your remote monitoring and management (RMM)/endpoint management solution with your service desk solution is the key piece of technology needed here.

It allows IT technicians to manage service tickets and get fast access to IT asset information while they are onsite at a client or remote office location. This makes technicians more efficient and helps them resolve service tickets faster. Real-time updates of asset information, in the field, provide enhanced visibility to IT managers and other key stakeholders in the business.



Democratization of Technology

Another big trend concerns the democratization of technology. This technology focuses on providing people with easy access to technical or business expertise while eliminating the need for extensive training. This “citizen access” provides non-experts with expertise in four key areas including data and analytics, application development, design, and knowledge. Artificial Intelligence (AI) plays a key role in this trend.

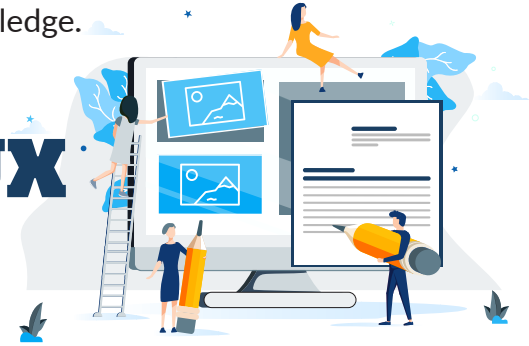
How this translates to midsize businesses:

There are several ways that midsize businesses can make it easier for users to have access to technical expertise without requiring training. The first way is through “knowledge” that is built-in the tools they use. For example, an endpoint management tool can have built-in IT automation scripts and monitor sets that make it easy to automate common IT processes.

The second way is to have access to crowd-sourced assets that are readily available, pre-tested, and ready to go. Again, using the endpoint management tool as an example, Kaseya offers an [Automation Exchange portal](#) that has automation scripts, templates, and reports that enable you to quickly get started with IT automation.

The third way is through the ease of use of IT tools and having intuitive user interfaces for a better user experience (UI/UX). At Kaseya, one of our critical initiatives is to continue to enhance our IT management software user interface to improve ease of use and help your IT team operate more efficiently. This shortens the learning curve for new technicians and streamlines daily IT management activities.

Better UI/UX



Human Augmentation

This trend focuses on how we can enhance our physical and cognitive capabilities with the help of technology. For instance, new generations of wearable devices will improve our inherent physical capabilities. We can boost our cognitive abilities with the help of various multi-experience interfaces and artificial intelligence. Overall, this technology focuses on helping humans perform at a higher level.

How this translates to midsize businesses:

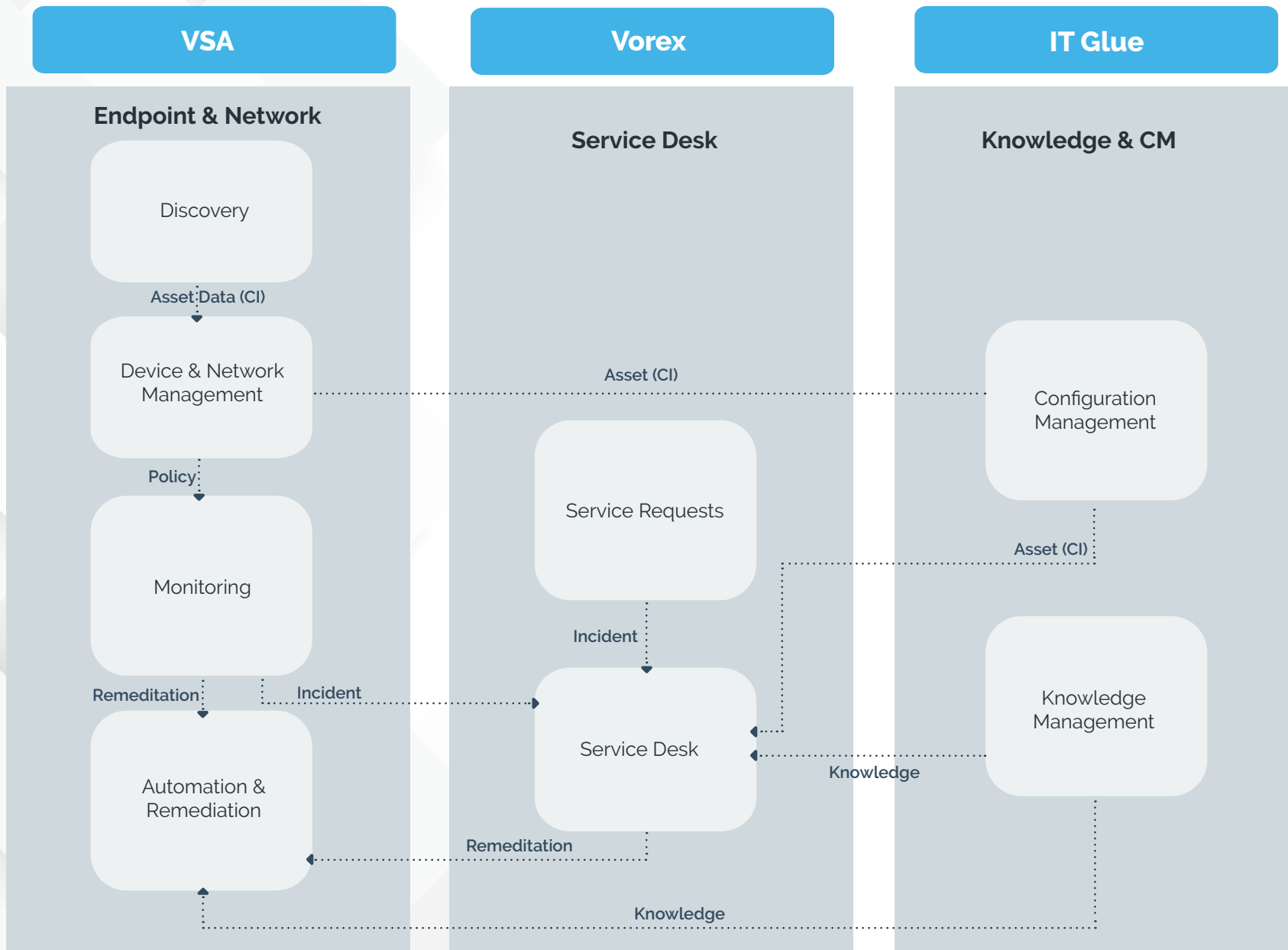
In IT management, you need to have cohesive tools and seamless workflows across products to make your job easier. Also, having the right information readily available, when and where you need it, allows you to work more efficiently.

Kaseya has brought together its endpoint management solution with its service desk and IT documentation (knowledge and configuration management) solutions to create an efficient IT management platform.

With Kaseya's unified platform, you can move seamlessly from your service desk to the remote management function in your endpoint management tool to quickly access an endpoint and resolve a problem. You can also bring IT asset information and IT documentation right into the service ticket and the endpoint management tool without having to switch to another application.

With this, you can close tickets faster and get more done in less time and with less effort.





Transparency and Privacy

Organizations today understand the risk of not being transparent with how they use and protect client data. Transparency and privacy have been gaining importance over the past couple of years with the advent of new regulations such as the General Data Protection Regulation (GDPR) in the European Union and the California Consumer Privacy Act (CCPA) in California, United States. Businesses must improve transparency and compliance practices to rebuild customer trust and address these regulatory requirements. It also involves figuring out how we must manage new technologies, such as artificial intelligence (AI) and machine learning (ML), to preserve an ethical approach to customer engagement.

How this translates to midsize businesses:

Organizations of all sizes are required to demonstrate compliance with various industry regulations that entail data protection policies. IT teams play a critical role in these compliance efforts that go together with IT security initiatives.

Regulatory Compliance



Failure to adhere to these regulations could result in lawsuits and compliance penalties.

[Kaseya Compliance Manager](#) enables businesses to demonstrate compliance with many industry regulations, including GDPR, HIPAA, NIST and Cyber Liability Insurance, with automated scanning and reporting. Stay compliant by identifying potential issues and threats and get alert notifications so you can take action to remediate problems in a timely manner.

Distributed Cloud

TechTarget defines “distributed cloud” as the application of cloud computing technologies to interconnect data and applications served from multiple geographic locations.² The distributed cloud moves services to locations outside the cloud provider’s data centers, but the provider still takes responsibility for the services, taking the load off the customer. Gartner notes that distributed cloud represents a significant shift from the centralized model of most public cloud services and will lead to a new era in cloud computing. Distributed cloud helps solve problems such as latency and data sovereignty.

How this translates to midsize businesses:

Cloud adoption is still evolving and growing among small and midsize businesses. The cloud enables businesses to stay flexible while scaling. Compute capacity is elastic and grows with the business as needed. IT teams that use cloud services do not have to worry about technology upgrades and storage capacity in the cloud.

Cloud services can reduce costs, although that isn't necessarily guaranteed, and may not be the primary motivation. The cloud offers a pay-per-use model, so you only pay for what you need. Organizations using cloud services do not have to pay fixed licensing and infrastructure costs. They can pay for only what they use while having the flexibility to scale up or down.

One aspect of cloud usage to keep in mind is backup. When it comes to Software as a Service (SaaS) application data, businesses must take responsibility for backing up the data. SaaS vendors are typically more concerned with providing data availability rather than restorability.

[Kaseya Office 365 Backup](#) enables you to back up and restore Office 365 Mail, Calendars, Contacts, OneDrive for Business, and SharePoint Online data. You can scale easily and never have to worry about storage management with cloud-to-cloud backup.

AI Security

Last, but certainly not the least, security makes it onto the Gartner trends list for 2020 with a focus on AI based technologies. Gartner says that security and risk leaders should focus on three key areas – protecting AI-powered systems, leveraging AI to enhance security defense, and anticipating the nefarious use of AI by attackers.



Security has been the top IT priority for the past few years as we have witnessed a dramatic increase in the number of cyberattacks. (See the [2019 Kaseya State of IT Operations Report](#) for more on top IT priorities). Barely a day goes by without a cybersecurity incident or breach being reported.

Gartner also predicts the likelihood of an increase in priority of data security investments and a renewed interest in implementing or maturing security operations centers (SOCs) with a focus on threat detection and response.³

How this translates to midsize businesses:

Small and midsize businesses are prime targets for cyberattacks. According to the Verizon 2019 Data Breach Investigations Report, 43 percent of the breaches involved small businesses.⁴

IT Security



Due to budget and resource constraints, small and midsize businesses often lack the cybersecurity talent and the security infrastructure required to prevent cyberattacks. For this reason, they are susceptible to software vulnerabilities, insider threats, admin-level access exposure, email phishing threats, and more.

Businesses can take charge of their security and protect their data with the right tools and processes, such as automated software patch management, vulnerability management, two-factor authentication (2FA), and dark web monitoring.

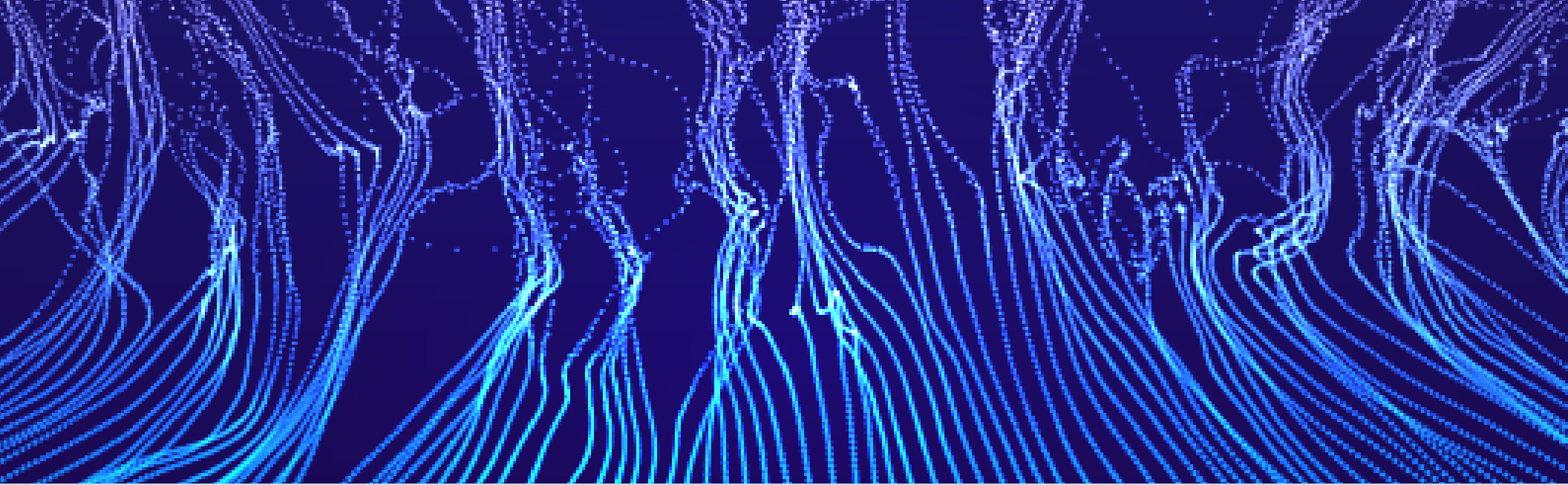
[Kaseya VSA](#) enables businesses to automate patching to remediate software vulnerabilities, gain insight into vulnerabilities affecting their environment, and use the built-in 2FA capability to reduce security risk. VSA integrates with leading antivirus / anti-malware (AV/AM) solutions allowing you to easily manage endpoint security. [ID Agent](#), a Kaseya Company, provides dark web monitoring and employee training software to reduce your business's exposure on the dark web and help prevent successful phishing attacks.

Conclusion

The IT trends mentioned above bring exciting possibilities to businesses of all sizes and will undoubtedly change the way businesses operate in the coming years. For small and medium-sized businesses, there are many practical ways to ride the wave of these technology trends in the short term to increase security, improve productivity, and drive business growth.

REQUEST A DEMO OR START A FREE 14-DAY TRIAL TODAY!





Sources

1. Gartner Top 10 Strategic Technology Trends for 2020
2. Distributed Cloud, TechTarget
3. Top 7 Security and Risk Trends for 2020, Gartner
4. Verizon 2019 Data Breach Investigations Report



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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