

IT  COMPLETE

Your Roadmap in an MSP 2.0 World

The Kaseya IT Complete Playbook

Beta Edition



The MSP world is changing fast, with new technologies, new competition and ever-changing market forces, pushing MSPs towards their next phase of evolution - the MSP 2.0 environment.

The MSP 2.0 environment encompasses 1) overwhelming opportunities for the MSP market as a whole, and 2) new business risks for individual MSP facing new technologies and competitive pressures.

Every MSP – no matter their ultimate goal for their business – needs to understand and react to today's changing market environment. The combination of competition, downward pricing pressure, and broader customer demands are squeezing operating margins and reducing the overall profitability of the business.

This playbook will address:

- How increased competition and customer requirements are powering the MSP 2.0 evolution
- Best ways for MSPs to take full advantage of the opportunities of an MSP 2.0 world
- How Kaseya IT Complete, as the industry's first and only Unified MSP Growth Platform, provides MSPs with both solutions that help them RUN their business, as well as the most comprehensive offering of revenue-generating solutions to enable them to GROW their business.

It's vital that you get ahead of the market, in front of your competition, and are constantly heading to the bank. This Playbook will show you how to get there.

The MSP 2.0 Market Evolution

Kaseya didn't invent the term MSP 2.0. The market is driving this evolution based on these main trends:

New Business Models

The MSP business model has evolved from break/fix to a fully managed services model. The fully managed service model is now well accepted (and understood) by SMBs to be the best option for their business and is no longer an evangelical sell.

This acceptance by customers of the fully managed service model has caused an explosion in the number of "mature" MSPs who operate based on standardized processes which enable them to operate at a larger scale.

New Competitive Pressures

MSPs have matured from part-time operators and small 1-5 person technician-dominated companies five short years ago to larger process-centric organizations with strong technical capabilities combined with professional sales, support, marketing, finance, and management teams.

This scaling has created new tiers of MSPs that have customers (and operations) across larger geographies – regional MSPs and global MSPs – that are changing the dynamics in the market place. These "super-MSPs" are 100% focused on growth and expansion and employ professional sales, marketing, and technical delivery organizations to acquire new accounts and often displace smaller less mature MSPs.

The number of "super-MSPs" with over 100 employees has exploded over the last few years and will continue to grow through merger and acquisition (M&A) activity.

The dynamic of the maturity of small MSPs and the emergence of super-MSPs has substantially increased the competitive landscape for MSPs.

New Technologies

New technologies, especially the cloud and cloud services and applications, have revolutionized how IT is 'done.' Take Software-as-a-Service (SaaS). These cloud-based apps can replace the need for in-house servers and apps that run on them – the very lifeblood of many MSPs.

In fact, SaaS vendors promote the idea that their apps dramatically reduce the need for IT support. Some simple SaaS apps do more or less run themselves. But in switching to the cloud, SMBs underestimate the effort it takes to manage these cloud-based applications.

Let's take Microsoft's hugely impactful introduction of Office 365. As customers move to Office 365, this move means less money in MSP pockets as the Microsoft Exchange servers disappear. The typical monthly deal to manage an on-premises Exchange implementation or to host Exchange for an SMB is \$200-\$300 per month. That is a potential loss of \$2,400 to \$3,600 a year per client if that business goes away. Not just that, but many clients that adopt Office move backwards and revert to working with MSPs on a break/fix basis only.

Complex Requirements from SMBs

Technological requirements that were once the needs of only large enterprises are now becoming mainstream requirements for SMBs.

SMBs are increasingly demanding and requiring the same technologies and processes that have been pioneered and used for years by enterprises. This means SMBs are now commonly adopting IT functions such as end-user security, password management, multi-factor authentication, network/systems management, and InfoSec (threat monitoring and firewall management), all of which are required as SMBs' dependence on their network and data to run their businesses grows.

The Rise of MSP 2.0

These MSP market changes are creating both new challenges and new growth opportunities for MSPs.

The combination of competition, downward pricing pressure and demands to broaden their service portfolio to address new customer requirements are squeezing operating margins and reducing the overall profitability of the business.

MSPs must take a hard look at reducing administrative costs and increasing operational efficiency to free up the necessary capital to re-invest in the business and roll out the products and services required to satisfy today's SMB.

Some of these trends are working to the smart MSP's advantage.

For instance, the customer landscape has changed and created new growth opportunities for MSPs to expand into larger SMB customers as they outsource select internal-facing IT functions.

This follows the trend in the enterprise from 2000-2010, when many large enterprises outsourced, or offshored, significant functions of their internal IT organization to lower cost locales.

The same trend is taking place within the SMB space. SMBs recognize — even more so than the large enterprises of the last decade — that the rate of IT technology innovation and change is putting a strain on their limited IT budgets. SMBs face even more pressure to focus on their core business, and are looking to outsource and focus on their core businesses. But unlike enterprises, SMBs do not have the scale to offshore to an internal low-cost center or large IT outsourcer. They are looking to MSPs to be their outsourcing cost advantage arm.

According to research, 69% of SMBs surveyed in 2015 stated they are looking to outsource parts of their IT infrastructure.

Most SMBs are starting with the most complex and “non-employee-facing” aspects of IT, such as network and systems monitoring and end user security. This is to get the most impact from an outsourced benefit perspective (as non-employee interacting aspects of IT are the most complex and evolving at the most rapid pace). In addition, by keeping employee-facing IT in-house (such as help desk), it minimizes the impact on internal customers.

There is more good news. The MSP market is experiencing significant change at a very rapid pace and that change is creating more opportunities for MSPs than have ever existed before.

- The rate of consumption of MSP services by SMBs is expected to grow annually over 35% year over year through 2020.
- That represents a global market opportunity approaching \$75 billion USD per year by 2020.

Best Practices in an MSP 2.0 World

In order for MSPs to succeed and thrive in this new MSP 2.0 environment, MSPs must evolve. This evolution requires that MSPs:

1. Embrace the changing dynamics of the market

The MSP community is made up of many diverse types of MSPs with different strategies and goals for success. Some MSPs want to offer multiple services to many different types of customers. Others are looking to expand into larger SMBs, and yet others are running a lifestyle business, and are not interested in significant growth. Rather they just want to continue to operate a steady business serving their customers. Every MSP – no matter their ultimate goal for their business – needs to understand and react to today's changing market environment.

2. Change their investment profiles

To meet these broadening customer requirements, MSPs are now forced to evolve faster and invest more time, effort, and money on technical expertise, as well as R&D to understand what customers require and then build out that service portfolio. This puts tremendous strain on margins as it requires direct investment to meet and address these changes.

3. Leverage a modern Unified MSP Growth Platform

Old point systems and first generation tools used in the legacy MSP 1.0 world are no longer enough for MSPs to ensure their ability to continue to succeed in an MSP 2.0 environment. A new unified platform should combine the business management need of an MSP with the richest current and forward-looking suite of software applications that MSPs can build managed services around to generate revenue and meet all the needs of their increasingly demanding SMB customer base.

Unified MSP Growth Platform

The new Unified MSP Growth Platform should provide an MSP with the tools and technologies to professionally manage their customers and flexibly operate their business with a cost structure that is in sync with the new MSP 2.0 economics. The platform should include:

A Next Generation PSA

Every MSP should have a next-generation PSA whether they are just starting out or are a large, mature business. A next-generation PSA should have the following attributes:

■ Priced in an appropriate, easy to consume model to free up money to invest in your business

PSA solutions are critical tools for MSPs, but the reality is that no PSA product directly generates revenue for the MSP. These critical products provide a very important function of running the MSP business, but do not generate revenue. Therefore, a next-generation PSA product should be sold at a very low price point so that the MSP frees up money to invest in other key aspects of their business, such as hiring additional techs, or more sales people, to address the growing and evolving needs of their SMB customers and the market overall.

Moreover, next-generation PSA solutions should include all functions at one low price to the MSP, since efficiencies can only be realized when all the functionality of a PSA is working together. All core PSA functionality must be included as standard for: Billing, CRM, Project Management, Inventory, HR, Contract Management, Service Desk/Ticketing, and Reporting.

It no longer makes sense to have to pay more for add-on modules to achieve the efficiencies that are required today.

■ Purpose built for MSPs

First-generation PSA tools are very inflexible – built for a ‘generic’ market, not specifically for MSPs. Most of the first-generation PSA vendors such as ConnectWise and Autotask serve over a dozen vertical markets, not only MSPs. This presents several challenges. First, because these products must deliver functionality for non-MSP markets, they cannot offer the flexibility that fills the unique needs of MSPs.

■ MSP-focused project management functionality

To win the large and lucrative outsourced projects (like network/server monitoring, security outsourcing and Office 365 migration and mgmt.) that SMBs are opening up to MSPs, the MSP must effectively demonstrate the ability to scope and manage complex transition projects.

Assuming the MSP can demonstrate externally and internally that they can manage these transition projects flawlessly, the MSP will be able to secure and deliver on the very lucrative managed service contracts to outsource large-scale operations with the larger SMBs. Strong project management capabilities for an MSP-focused project management system automatically tracks and manages all inventory, people, contracts, billing, and so on that are tied to each and every project.

It should also take into account scheduling activities that aren’t project-related.

■ Modern, intuitive interface

An easy-to-use interface makes it simple to learn and use for everyone in the MSP - from billing, to sales, to technicians, to office managers. This ensures that there is complete compliance for all users at an MSP, to ensure that the MSP gets the most value out of its PSA, and no one works around or out of the system due to difficulty of use.

■ Low cost to implement, administer and manage

In addition to the high price of first-generation PSA solutions, they also have a huge cost to keep running.

Often, first-generation PSA solutions require a half- or full-time IT resource at a cost of \$50-100K a year to configure and customize their PSA solutions. This resource is typically a tech that is doing “double duty” as a client-facing tech as well as the internal PSA administrator. Due to the heavy admin requirements, most MSPs suffer from a lack of functional integration with their PSA since they either do not have a dedicated admin, or have to assume a huge cost liability due to hiring a full time admin or using consultants.

Next-generation PSA solutions do not require such high levels of admin work as they are purpose-built for MSPs, and the admin functions are simple and intuitive.

Next-generation PSA solutions are very flexible, infinitely configurable, and easy to manage, thus reducing the administrative burden often as much as 80%.

Revenue-Generating MSP 2.0 Software

The most important aspect of a modern Unified MSP Growth Platform is the completeness of its portfolio of software for which the MSP can generate revenue in the form of managed services. This is often known as revenue-generating software.

The platform should include software that is ready for MSPs to build managed services around, both today and in the future. The revenue-generating aspect of the solutions is the most critical, as it leads directly to the MSP’s profitability and sustainable differentiation.

Revenue-generating software should be inclusive of next-generation Remote Monitoring and Management (RMM) software, as well as a portfolio of complementary MSP 2.0 Emerging Solutions that MSPs can offer as

services that SMBs are asking for today. The platform must be continuously innovating and be one step ahead of what the SMBs are asking from their MSPs, so that the MSPs on the platform are seen as thought leaders and can deliver what clients need, when they need it.

The Making of a Next-generation RMM

The most critical revenue-generating solution for MSPs remains an RMM tool. However, the SMB requirements of endpoint management are rapidly evolving, as are the requirements for the MSPs who deploy them. The next-generation RMM tools need to have the following:

■ **Scale**

The ability for an RMM product to scale to many endpoints is critical for the long term success of an MSP. As was mentioned earlier, SMBs are looking for fully managed offerings from their MSPs. Break/fix is going away. Therefore, even “small” MSPs scale to 300-500 endpoints relatively quickly. Yet many MSPs struggle to scale beyond 300-500 endpoints. Performance gets slow, servers crash, and issues happen. An RMM which can scale with an MSP’s business growth is a requirement for their success.

Most first-generation RMMs and new niche RMMs from small vendors are not capable of reliably scaling to thousands of endpoints without incurring performance and reliability problems.

MSPs do not want to have to incur significant cost when adding servers, or dealing with the slow performance that impacts customer service levels, or having to bear the costs to migrate to a new RMM vendor when they outgrow their current vendor’s ability to scale.

■ **Substantial Automation**

As the MSP market has become more competitive, pricing pressure starts to creep in. More automation is critical to ensure that each one of an MSP’s techs can manage more endpoints and more customers, reducing the need to add people as the MSP grows its revenue so that the MSP can protect and increase its margins.

A next-generation RMM solution provides capabilities to easily and continually create massive amounts of new automation procedures, and a way to easily share these with and among their user base. Many first-generation RMMs provide a very basic scripting and automation creation capability, while a next-generation RMM must provide rapid and world-class capabilities for an MSP to build their own automation scripts, templates, and reports.

A next-generation RMM provides substantial built-in automation in the form of included scripts, tools and templates, as well as a community-shared site where automation can be created and shared by others using the solution. The lack of a fully integrated community-shared site for automation kept active by MSPs around the world leveraging the product is a common shortcoming of first-generation RMM vendors.

Lastly, the RMM must have powerful scripting capabilities to enable MSPs to generate their own automation which may be unique for their business. These capabilities must be supported by a way to build these scripts routinely and easily without the need for specialized skills.

■ **World-class technician experience, including FAST and MODERN Remote Control**

Another critical feature of a modern next-generation RMM is a modern, fast remote control capability. With continued pressure on margins from increased competition, the customer service element is becoming more of a differentiator. Being able to have rapid and effective remote control not only adds to technician efficiency, but also improves customer satisfaction.

■ Remote Drive Mounting

A key element of a next-generation RMM solution is the ability to leverage remote drive mounting. This enables an MSP to address the super challenging situations where a customer's machine is "dead." Often, with first-generation RMM vendors, the MSP would have to travel to the customer site to do a diagnostic. With a next-generation RMM product, the support of remote drive mounting allows the MSP to eliminate the site visit and run drive diagnostics and/or copy files on the dead machine remotely. All this without having to go onsite to the customer, and incur significant costs and time hindrance.

■ Complete RMM offering

Many first-generation RMM vendors do not offer all the core components for RMM within one single pane of glass. By not providing this, the MSP is often not able to properly monetize all the revenue opportunities from their customer base. They rely on third-party partners or weak non-integrated referral relationships to deliver the customer needs. A next-generation RMM product, on the other hand, is fully integrated and inclusive of:

- Discovery and Audit
- Policy-based Management and Compliance
- Remote Control
- Automation and Scripting
- Analytics and Reporting
- Monitoring (including for mobile workers who travel with laptops)
- Mobility Management
- Service Desk
- Managed Endpoint Security
- Software Distribution
- Managed Backup and Recovery
- Managed Patching

■ Dynamic Analytics and Report Writing Capabilities

MSPs need top notch analytics and reports for both internal and customer-facing metrics. This is critical for next-generation RMMs for several reasons:

1. First-generation RMM had static reports, since the MSP market needs were fairly straightforward and not changing quickly.
2. Now MSPs needs are changing quickly. MSPs need to quickly create and revise reports on their own without any third-party add-ins or specialized skills.
3. With automation improving the end user experience by reducing performance and availability issues, the customer is shielded from the value that a good MSP provides. Therefore, being able to show the customer what was done for them behind the scenes is critical; it allows the MSP to articulate/document the value they are providing – even though it may not be visible to the end user. There is clearly a lot of work and things the MSP does did to ensure that good customer experience!
4. External reporting also differentiates top-performing MSPs from other competing MSPs as it sets the tone with the customer as to what they can expect, and what KPIs the client should be concerned with. And the client knows these KPIs can be accurately tracked.
5. Internal reporting on how an MSP's team is performing and performance trends in their managed infrastructure (customer environments) enables MSPs to operate more efficiently further reducing internal costs, and remaining more competitive.

■ **Functionally Rich Mobile Interface**

MSP techs don't need to be chained to a desk staring at a console. This is not an efficient way of working. Your techs should be able to manage client infrastructure wherever they are. And that requires a functionally rich capabilities on mobile devices.

A next-generation RMM should be equipped with a fully mobile application that allows all of the MSP's technicians to check in and perform basic functions from their iPad, smartphone, or any app-enabled mobile device, from anywhere at any time. Not a simple web front end with limited functionality, but an intuitive native mobile app that allow technicians to respond to the continuing demands of simple basic things all the time from customers.

■ **Highest Level of Native Security**

The right RMM, and state-of-the-art authentication is critical to properly managing and protecting clients. The goal is to achieve the highest level of native security. It's important to protect users from unauthorized access via the remote management platform. Meantime, Multi-Factor Authentication (MFA) ensures that only an MSP's technicians are able to access resources. Plus:

- Audit trails track administrator activity to enforce internal controls and segregation of duties
- Password injection keeps client passwords confidential
- And password management eliminates credential sharing and automates the changing/resetting of them when a technician leaves

The New World of MSP 2.0 Emerging Solutions

Statistics tell us that SMBs are requiring more new and more complex IT service delivery capabilities from their MSPs. MSPs must offer these emerging services to their customers in order to A) prevent the customers from leaving and going to another MSP, B) grow their revenue from their existing customers, and C) ensure their ability to acquire new customers, as these emerging services are growing very rapidly and competition could beat an MSP to the opportunity.

Service demand is a great problem to have. In fact, the rate of new IT services requested by SMBs is 300% greater than that just 5 years ago.

Many of these services are based on technologies already in use in enterprises. The fact is, technology that was once only required by the larger enterprises is now becoming a mainstream need for SMBs. MSPs need to have the ability to offer these MSP 2.0 Emerging Services.

That means choosing the right vendor partner. When seeking a platform provider in an MSP 2.0 world, the primary selection criteria should be the availability of a rich portfolio of Emerging Solution capabilities which the modern MSP can leverage to deliver the Emerging Services that customers want in conjunction with the managed services that are RMM-based.

Most of these emerging solutions open up new markets and customer types for MSPs.

Let's walk through some of the categories and examples of MSP 2.0 Emerging Solutions.

■ **Cloud Application Migration and Management Solutions**

SMBs have long struggled with the capital costs and complexities of on-premises infrastructure. As a result, SaaS solutions are becoming more and more prominent in the SMB community. In many cases, a key part of the value proposition offered by SaaS providers is that the SMB does not need or require any IT support to leverage their solution.

Whether true or not, this presents a challenge for MSPs as it makes it harder for the MSP to justify their price and value to the customer.

It is critical for MSPs to be able to have a value added Emerging Solutions to SMBs that enable the management of SaaS products, such as Office 365. Such solutions enable the MSP to “stay in the game” and prevent erosion to their basic value proposition.

■ **Network and Systems Monitoring Solutions for Large and Complex Networks**

Larger SMBs are outsourcing (or considering outsourcing) discrete internal facing IT functions. Network and Systems monitoring is a leading candidate to be outsourced as it is an internal-facing function that requires significant technical expertise that can be readily sourced from a MSP. Approximately 40% of SMBs surveyed indicated that they anticipate outsourcing their Network and Systems Management by 2020. Management of network infrastructure is often outsourced as part of an infrastructure upgrade project and provides MSPs with a recurring revenue stream to complement their project based revenues.

Meanwhile, the criticality of private/public cloud-based applications makes monitoring these applications and the shared infrastructure that they run on a priority for clients.

The ability to monitor availability and rapidly assess and address the root cause of performance problems and outages provides a strong value proposition for MSPs to offer to their clients.

■ **Identity and Access Management as a Service (IDaaS)**

Security is the single largest area of concern and confusion today for SMBs. Many SMBs struggle with password management and the security implications surrounding all the endpoints and connection points. They also often don't have the internal knowledge to address this and will look to outsource solutions in this area.

As SMBs become both more security conscious and reliant on a mix of on-premises and cloud applications, the need for Single Sign-On (SSO) and MFA becomes apparent.

The ability to provide highly secure SSO/MFA as a service that requires zero deployment and no on-premises or MSP infrastructure enables MSPs to rapidly deploy this profitable service. Meanwhile the ability to automate password reset reduces a large number of support requests and improves the profitability of the MSP.

■ **Mobility Management Solutions**

Approximately 60% of SMBs indicated that mobility is part of their workers' daily workflow, and they feel that they are lagging in IT and security around providing and facilitating mobility. Users at SMBs depend on multiple devices to do their work each and every day. Managing the employee's primary computer (desktop/laptop/both) is no longer enough.

As the MSP market moves towards a per-user pricing model – which includes both computers, laptops, tablets, and mobile phones vs. unbundled services for each technology – an MSP's RMM platform must offer the capability to manage all of those devices to keep service delivery costs down.

The ability to segregate corporate data from personal data and protect it from prying eyes with strong encryption is likewise critical.

And they need the ability to set and enforce corporate standards for device locking, PIN reset, password strength, permitted applications which is essential to ensure compliance.

Finally, the ability to locate (geo tracking) and/or wipe sensitive corporate data from lost/stolen laptops and mobile devices is a critical function.

The Value of 24x7 Monitoring

24x7 monitoring is critical for MSPs, but can be cost prohibitive. What if MSPs instead of you could offer customers 24x7 monitoring and management without incurring the cost of 24x7 operations?

SMBs are becoming more and more reliant on their IT infrastructure as mission-critical to their success which often requires 24x7 support to ensure they are up and running.

Since most MSPs do not have the financial ability to support 24x7 operations, the Unified MSP Growth Platform should include the ability to offer the MSP a white label 24x7 support option in the form of after-hours support/alerting, to cost-effectively supplement their own offering. This gives MSPs the ability to offer true 24x7 support for their customers and their infrastructure without building out the capability in-house.

At the same time, customized escalation and event routing criteria allow MSPs to specify how technicians are notified of issues so that the MSP can control the interaction with clients to provide the highest level of service.

Choosing the Right MSP 2.0 Vendor

Picking the right set of tools is one thing. Picking the right vendor is just as important. You need solutions that are provided by a vendor with the financial resources and commitment to stay ahead of the curve in revenue-generating solutions.

The rate of evolution of the IT requirements of SMBs for IT and technical services is increasing faster than most MSPs' and IT vendors' ability to meet it.

Therefore, in selecting a Unified MSP Growth Platform to build their business around, MSPs need to consider the depth of financial resources, and commitment to invest in R&D. This is to ensure that their platform is providing the software for which MSPs can leverage to build managed service offerings around – all to meet the ever-evolving demands of SMBs around the world.

Selecting a Unified MSP Growth Platform

The Unified MSP Growth Platform has to provide integrated workflows and a single pane of glass for the major MSP user types: CEO/Business View, Service Manager View, and Technical View. The platform must service all users in the MSP organization whether they are owners, sales reps, technicians, or managers.

On the PSA side, all applications must integrate into the PSA to ensure all activities are billed and support tickets created. This is to ensure that technicians are aware of all customer-facing issues and service managers can manage the priorities and staff workload. Meanwhile, each application must have a purpose-built interface to streamline the technician's day-to-day tasks and include automation to improve their productivity and reduce the cost of delivering the service.

Open, Flexible and Provides Choice of Deployment Options

The MSP community is made up of many diverse types of MSPs with different strategies and goals for success. Some MSPs want to offer multiple services to many different types of customers. Others are looking to expand into larger SMBs, and yet others are running a lifestyle business, and are not interested in significant growth. Rather they just want to continue to operate a steady business serving their customers. Therefore, your Unified MSP Growth Platform has to be open, flexible, and provide a full choice of deployment options.

At the same time, the Unified MSP Growth Platform should provide best of breed technology in all relevant categories. Each individual component needs to be best of breed in its category, or choice is an illusion. In addition, each of the components must be able to be used on a stand-alone basis and be open to integrate with products from other vendors. Finally, the platform must support any work flow/usage pattern desired by the users. Using one part, some, or all of the parts will yield substantial value and put the MSP in a position for success in the new MSP 2.0 market.

MSPs have full control to select any, all, or any combination of capabilities that is right for them.

Kaseya IT Complete:

Industry's First and Only Unified MSP Growth Platform

Kaseya IT Complete is the first and only Unified MSP Growth Platform that enables MSPs to thrive in the MSP 2.0 market environment.

Kaseya IT Complete was architected and purpose built to meet the ever changing and evolving needs of MSPs in the second phase of their evolution.

The Kaseya IT Complete platform is made up to two key areas:

- Solutions to help you RUN your business
- Solutions to help you generate revenue and GROW your business

Most importantly, Kaseya understands that every MSP is unique, both in terms of its particular market conditions as well as its business strategy.

Kaseya IT Complete supports ANY usage pattern – an MSP can adopt all or parts of the solution. There is no one required entry point. For instance, an MSP can start with PSA, RMM or an Emerging Solution. (Read below for more details on each of these options.)

Each component of Kaseya IT Complete is the best in class and category as a stand-alone solution. However, when used together, Kaseya IT Complete offers significant incremental value to the MSP.

Each solution set of Kaseya IT Complete has been designed to be open and integrate with non-Kaseya products should the MSP so desire. Be it a non-Kaseya PSA, or other products, Kaseya IT Complete will remain an open solution and Kaseya overall will remain open to the vendors' products, PSA and otherwise.

Kaseya IT Complete comes with the full financial and thought-leader support of Kaseya behind it – meaning MSPs can be confident that Kaseya IT Complete will always be incorporating new revenue-generating solutions that MSPs can leverage as soon as their clients require them.

BMS, a Next-generation PSA

The “Run the Business” aspect of Kaseya IT Complete is made up of Kaseya BMS. Kaseya BMS is a next-generation PSA, purpose built for MSPs in an MSP 2.0 world. Of special importance, Kaseya BMS is priced in an appropriate, easy to consume model to free up money to invest in an MSP's business. In fact, it is 1/3 the cost of competitive solutions and inclusive of all modules.

Kaseya offers this industry-leading solution at this price point because we believe that MSPs should not spend their money on internally facing “Run the Business” applications. Rather, that money should be used in business-critical areas, such as hiring more techs, hiring more sales people, or investing in more revenue-generating solutions.

Meanwhile, Kaseya BMS is a purpose built as an MSP-only PSA. No other vertical industries but MSPs leverage the solution. With it, MSPs can:

- Launch MSP services easily and quickly.
- Take advantage of simplicity and ease of use, minimal training, to do critical tasks MSPs need to do. That's because it's built just for MSPs and not 15 other vertical industries.

With Kaseya BMS, everything is built from the project out. BMS also schedules all resources for the MSP. At the same time, you can track and manage inventory as well as people, contracts, and with billing all tied to projects (and all dependencies). Finally, BMS takes into account projects that aren't project activities.

With its intuitive design, Kaseya BMS is simple to learn and use for everyone in the MSP world (including sales, technicians, billing, and office managers) to reduce the training burden. Meanwhile compliance is built right in – that's because everything is in the system which prevents people from working around the system.

Other attributes include:

- Low cost to implement, administer and manage
- Rapid implementation time
- No need for dedicated administrator (or redirecting staff time to manage)

It also has a complete set of PSA capabilities that are fully integrated including:

- Complete PSA functional set included – not charging more for CRM, or billing, etc.
- Lowest cost per user with fair, simple and easy-to-consume pricing model
- Low cost to administer and manage

Kaseya VSA, a Next-generation RMM

Kaseya VSA is the industry leader in RMM solutions. Kaseya spends more on R&D for VSA than its competitors collect in revenue for their RMM. Here are the several key aspects of Kaseya VSA solution that position it as the leading next-generation RMM:

■ **Scaling**

Kaseya VSA is great at scaling, so MSPs don't have to keep changing infrastructure as their business grows. You avoid the cost and disruption of switching. With our ability to scale, MSPs can manage more clients, and more endpoints per client.

■ **Automation**

Meanwhile, Kaseya VSA offers the most automation in the industry due to several key architectural and organizational capabilities. Kaseya offers the most comprehensive, easy to use, automated scripting engine that allows customers to build their own automation for unique automation requirements.

The Kaseya Automation Exchange is included with our RMM offering. The Kaseya Automation Exchange enables each Kaseya RMM customer to receive the benefit of all the Kaseya RMM customers around the world who have built automation within the RMM product. Kaseya Automation Exchange allows customers to share, or upload automation to the exchange, as well as download others automation, therefore significantly increasing the automation possibilities.

In addition, Kaseya has a dedicated team of engineers that are producing automation and including it in the product (as well as the Exchange) every day. Kaseya invests more dollars in the dedicated automation team than many RMM vendors do in their entire R&D budget.

■ **Best Technician Experience on the Market**

Kaseya VSA delivers the industry's fastest, most reliable and functionally complete remote monitoring and management to re-invent the technician experience. VSA has redefined the way technicians interact with machines through a lightning fast application which puts critical functions into a single view greatly improving productivity. modern, intuitive interface, built using Google's Material Design Standard, enables technicians to connect to multiple endpoints simultaneously giving a heads-up display of CPU, Memory, Events, Processes, Services, Command Shell and the ability to easily remote control to the machine or chat with the end user.

■ Remote Drive Mounting

Kaseya's RMM provides the industry's only remote drive mounting capability. This enables an MSP to address the challenging situation where a customer's machine is "dead." Often, with first-generation RMM vendors, the MSP would have to travel to the customer site to do a diagnostic. With Kaseya VSA, MSPs no longer have to spend valuable technical time and effort to visit the site of a dead machine, and work on site. Kaseya allows MSPs to remotely run a drive diagnostics and/or copy files on the dead machine without having to go onsite to the customer, and incur significant costs and time hindrance.

■ Functionally Rich Mobile Interface

Kaseya RMM provides the customer a functionally rich mobile interface, shipping in June 2016, which allows, via a native app on iOS and Android, the mobile tech worker to get alerts, see machines, take actions, and much more.

■ Highest Level of Native Security

Kaseya VSA is the only RMM in the industry with true end user and client security capabilities. With Kaseya VSA, you can secure clients better by ensuring techs don't have direct access to passwords, and change passwords automatically when an employee leaves.

■ Dynamic Report Functionality

Not only are VSA reports always up to date with real-time status of devices' operational details, these reports can be easily customized and created to reflect an MSP's particular reporting needs. Static reports aren't sufficient, and MSPs shouldn't have to choose their business metrics based on what reports they can produce from their RMM solution.

■ Complete RMM Functionality

As with BMS, VSA is provided with complete functionality including: Discovery and audit, Policy management and compliance, Remote control, Automation and scripting, Monitoring, Mobility management, Service desk, Analytics and reporting, Endpoint security (including antivirus and anti-malware), Software distribution, Patch management, Backup and recovery.

Comprehensive set of MSP 2.0 Emerging Solutions

The Kaseya IT Complete solution offers the industry's richest and most complete set of emerging solutions for which MSPs can build managed service offerings around to meet the needs of their SMB clients.

■ Office 365 Migration with Command 365

MSPs are struggling to find a value proposition in the world of Office 365. What used to be an anchor revenue generating solution of \$2,000-3,000 per year per Exchange Server is going away as SMBs embrace Office 365. Kaseya offers its 365 Command suite to enable MSPs to add value to their customer's Office 365 environments, and monetize Office 365 as opposed to losing money.

The 365 Command suite includes, at no charge, to the MSP a migration tool to provide automation of the migration process from on-premises Exchange to Office 365. This product, similar to products from Bit Titan, is offered for free and provides MSPs tremendous efficiency and differentiation from other MSPs in helping to get Office 365 up and running faster.

The 365 Command suite includes a package of monitoring and management capabilities for Office 365 itself that provides tremendous value to customers to ensure that their permissioning, access, files, and licensing are correct on an ongoing basis. This capability is often provided to customers at 1-2 dollars per mailbox, and allows the MSP to monetize on an on-going basis Office 365, and often more than makes up for the lost on-premises Exchange Server revenues.

The 365 Command suite also provides a comprehensive backup capability for Office 365, available as of June 2016. This is a tremendous value add for customers, as there is very limited backup provided by Microsoft. This is essential for customers as rapid restore and access to email is often critical. For the MSP, this is a very easy to sell and offer solution, often yielding tremendous margins, as the criticality of email is so large with customers.

Overall, the 365 Command suite from Kaseya addresses one of the single largest revenue threats to SMB facing MSPs – Office 365. The 365 Command suite is being leveraged by over 800 MSPs around the world, and the average MSP leveraging 365 Command has actually seen a revenue increase of 16% above what they were receiving from managing the on-premises Exchange Server of their customers.

In addition to the direct revenue benefit, the 365 Command suite prevents the potential revenue “bleed” associated with Office 365. As was mentioned earlier, many SMBs that implement Office 365 feel less of a dependency on a fully managed offering or PCs. As a result, many SMBs reduce the amount of managed services outside of the lost Exchange product. With 365 Command, MSPs are seeing the opposite effect. The SMBs are more entrenched with their MSP and there is no MSP revenue attrition.

■ Remote Network and Systems Monitoring Solutions with Traverse

As mentioned earlier, SMBs are looking to outsource more and more of their network and systems infrastructure. This is a top project on the minds of SMBs looking at areas of IT to outsource between now and 2020. In addition, these projects represent substantial managed services revenue for MSPs, as they are large contracts, and very strategic for the customers.

Kaseya offers the industry-leading MSP-focused network and systems monitoring solution, Traverse, to address this need for MSPs. Traverse is a purpose-built for MSPs, powerful yet easy to use, and an appropriately priced network and systems management and monitoring solution. This enables the MSP to go well beyond RMM network monitoring capabilities, and truly offer data center caliber solutions.

Traverse has over 500 MSPs around the world leveraging the solution.

■ Identity and Access Management as a Service (IDaaS) with AuthAnvil

IDaaS is a rapidly growing field within the MSP community. Statistics tell us that approximately 42% of SMBs are looking for an Identify and Access Management solution, which is inclusive of Password Management, Single Sign on, and Multi-Factor Authentication.

The Kaseya AuthAnvil on-demand solution allows a 100% cloud-based solution designed for MSPs to provide IDaaS at a fraction of the cost of other solutions. Features include:

- ALL functionality required for IDaaS in one product, at one low price for MSPs to offer to customers
- Inclusive of any and all billing requirements needed for an MSP to build into a fully managed service
- 100% white-label friendly, and ready for an MSP

Adding 24x7 Monitoring to NOC Services

A critical, but often financially out-of-reach, capability for any MSP to offer its SMB customers is the ability to run a 24x7 monitoring capability to ensure that SMBs’ IT infrastructure is online and functioning. Kaseya provides MSPs who do not have the financial resources to staff a 24x7 capability the Kaseya NOC offering.

The Kaseya NOC offering provides MSPs with the ability to monitor 24x7 their customer’s infrastructure and networks by providing after-hours monitoring of customers’ infrastructure. This is done within Kaseya products, so all alerts and information are in the same format, systems, and work flow systems used by the customers. This capability offers many mid-sized and smaller MSPs the ability to offer a full scale 24x7 offering for their customer.

Designed with Choice in Mind

As mentioned at the beginning of this section, Kaseya IT Complete has been designed for all usage patterns. It does not require full adoption. MSPs can adopt all or parts of the platform. In addition, there is no one required entry point. For instance, an MSP can start with PSA, RMM or an Emerging Solution. Each component of Kaseya IT Complete is the best in class and category as a stand-alone solution. However, when used together, Kaseya IT Complete offers significant incremental value to the MSP.

Each solution set of Kaseya IT Complete has been designed to be open and integrate with non-Kaseya products should the MSP so desire. Be it a non-Kaseya PSA, or other products, Kaseya IT Complete will remain an open solution and Kaseya overall will remain open to the vendors' products, PSA and otherwise.

Why Kaseya

Kaseya is the best partner you can find in the MSP universe. We are 100% focused on providing solutions to MSPs to help them grow their business.

Kaseya invests significantly in R&D making our existing solutions better, as well as developing new and innovation solutions to ensure that MSPs on Kaseya IT Complete will continue to have leading-edge solutions for the MSPs to build managed service offerings around.

Kaseya has a large advanced solutions team whose sole focus is to identify new and innovative solutions required by SMBs, and buy-or-build products for our MSP customers to create managed service offerings around.

The stated goal of Kaseya Advanced Solutions group is to have solutions available for our MSPs to build managed offerings around that are 3 months to 18 months ahead of the market, so that MSPs can take the time to understand, and build new services.

In fact:

- Over 50% of the MSPMentor MSP501 depend on Kaseya products every day to run their managed services businesses, with over 10 million endpoints under management.
- Kaseya has over 400 people working on software and services to MSPs optimally run their business.
- Kaseya has the largest Customer Success organization in the industry devoted to making sure that you are enabled, trained, and supported.

Learn More

To learn more about Kaseya IT Complete and how it can help your MSP both survive and thrive in this current MSP evolution, visit www.kaseya.com/ITComplete.

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