

How Ease Technologies Found Recurring Revenue Riches in AuthAnvil by Kaseya

Ease Technologies has been in the managed services business for over 25 years. It describes itself as selling not just technology, but also experience. Its staffing speaks to this; the average tenure on the help desk is more than six years. And the size is right. “We are small enough to care and big enough to matter,” said Jason Shirdon, vice president of technologies at Ease. “I’ve been with Ease for 18 years and we have clients that have been here the entire time.”

The result is a leading-edge culture that drives many of its decisions, including its latest endeavor – adopting AuthAnvil Security as a Service (SECaaS) by Kaseya.

With over a decade of experience driving core services through VSA by Kaseya, Ease has a long-standing relationship with the vendor. Integrating AuthAnvil and offering enhanced security to clients is a natural fit for current Ease Technologies clients.

The Move to AuthAnvil and Security as a Service (SECaaS)

As an MSP, Ease knows its own internal security is foundational for its clients. A breach into a client may be limited to that client, but a breach into Ease has the potential to be a breach into all of its clients. “This was our biggest fear,” Shirdon said. “AuthAnvil started with us needing to secure our own systems first. Clients often ask how we keep track of employees accessing their services. It was a problem internally. We wanted to have an audit trail that we could convey to our clients, letting them know that their data was fully protected,” Shirdon explained.

Creating a new security service out of AuthAnvil was eased by Kaseya Powered Services, the fastest, easiest, and most effective way for MSPs to deliver authentication as a service. Kaseya Powered Services are best described as Go-to-Market in a Box offerings. Security as a Service features the cloud-based, on-demand version of AuthAnvil as well as all of the business tools, including marketing and training, an MSP needs to begin offering security as a service without having to make a heavy upfront investment to develop the service. Powered Services are also designed to scale with your business, so expenses remain relative to monthly recurring revenue (MRR).

AuthAnvil is a two-factor/multifactor authentication (2FA/MFA) solution that also includes password management and single sign-on (SSO). As a Powered Service from Kaseya, the SECaaS version is available on-demand and is packed with resources to help providers quickly launch effective identity management services and fully monetize the solution to increase MRR.

Selling SECaaS

Ease has over 120 client organizations and manages over 5,000 endpoints. With AuthAnvil by Kaseya in place internally, Ease protects services for all of those client organizations. “That’s one thing I highlight, literally showing them when we access our client management system how it uses multi-factor authentication and is tied to the technician who is logging into the system,” Shirdon said.

Ease believes password and authentication security is a must for all clients. “All of the contracts I’m building now and moving forward — AuthAnvil is included,” he said. “It is not an add-on. It is part of our price so our clients do not have to think about it. We know



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Problems

- Needed to increase and then sustain growth in monthly recurring revenue (MRR)
- Had to ensure the security of Ease’s internal IT operations and therefore protect clients as well
- Sought to add a deep layer of password protection for prospective and current clients
- Desired to handle more services under one RMM umbrella

Solutions

- AuthAnvil Security as a Service (SECaaS) by Kaseya
- VSA by Kaseya

Benefits

- AuthAnvil Security as a Service (SECaaS) allows Ease to charge for much needed password security, and add additional consulting service on top of the core services
- The AuthAnvil solution ensures that Ease’s operation will not be compromised
- The same AuthAnvil solution offers bulletproof password protection to clients, especially in highly regulated fields such as healthcare
- VSA has allowed Ease to consolidate from over 10 management tools and offers an easy way to support new services



they are going to need this service, so we are planning for the future now,” Shirdon said.

Ease clients already know the value of the MSP's services and close consultative relationship, and they are open to the authentication message. “The first 10 clients we've gone to are all existing clients. We have been laying the foundation. We sell a lot of cloud workspaces or virtual desk desktop solutions, and have regulated industries that need to have multi-factor authentication. All of those clients signed up almost instantaneously. It is an easy sale. I've got a leg up on this,” Shirdon said.

Meeting Vertical Market Needs

Ease sells into a number of verticals with specific needs. Shirdon recently attended a law firm administrators' event. “I positioned AuthAnvil as [capable of] working with anything. We can work with smaller firms or with their IT staff to leverage this technology. It opened the door for us to go after larger organizations with IT folks.”

Law firms have particular needs, such as confidentiality and being fast paced. “Lawyers want it now, now, now, and they want it to be very easy. If you do not have something like an app on your phone to validate the user login, it is difficult to make it easy for the lawyer,” he explained. “Our pitch is putting the easy button in front of them so when they login they don't have to remember passwords, and just get the acknowledgment from their app,” Shirdon said.

Ease approached one client, a law firm with about 27 people. “They had an on-premises solution. We said we could move all their services to the cloud, and it would be much better. They were skeptical but liked our pitch so we moved them to the cloud. During that process, I mentioned we could also do two-factor authentication to the cloud,” Shirdon said. “When I showed the two-factor authentication to upsell our product a little bit, I pulled up my phone and logged into the system. As my phone popped up and the acknowledgment came through one partner said, ‘We want it.’ I did not even get to the part of my demo where I was showing single sign-on,” Shirdon said.

For the accounting market, Ease offers a fully protected cloud desktop solution. “We put all of their application data inside of that cloud desktop, and lock it down to the point where they cannot copy or print anything from in and out of that space. We layer AuthAnvil on top. We provide one-click validation and access to a remote desktop via the smart phone. They have a token that they use to authenticate into the cloud workspace,” Shirdon said.

Compliance is Critical

Healthcare clients, meanwhile, face rigorous compliance rules. “One client has medical transcribers that need to VPN into several hospital systems. One transcriber might take care of five hospitals so they will have five different VPNs. The easiest way is to give them a remote desktop that they two-factor authenticate to. When they log into the medical system, the desktop is only able to talk between that desktop and that health system. The data they transcribe is never out of a compliant environment,” he explained.

The added security can be a lifesaver. “I point clients to the value of lengthy passwords, and that in some cases, it can change the password depending upon the site you're dealing with. I explain how if you change your LinkedIn password to a 24-character password, and if there is a breach, that password is not used to any of your other login accounts,” Shirdon explained.

The Single Sign-On Factor

Ease was initially taken with the convenience of AuthAnvil. “It started for us not so much by being drawn to two-factor authentication for the desktop, but for single sign-on,” Shirdon said. Now single sign-on is a part of his daily life. “I use single sign-on every day,

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Vice President of Technologies
Ease Technologies



and our team uses it every day as well. I can get access to all our tools this way. I do not have to have an account. My techs can grant me access to one of their accounts, and I can leverage that software,” he said.

This is highly efficient, as Ease does not have to create accounts for all solutions and services for each employee. “The ability to share logins and still maintain the security and audit trail is more efficiencies that we can bring internally, and it makes our daily lives a little easier.”

That same convenience applies to clients. “We talk a lot about the benefit for the employee. I show them how we put things in the portal like LinkedIn, Facebook, Office 365, and Gmail,” Shirdon said.

The Economic Value of Powered Services

As a leading-edge provider, Ease is interested in close, long-term, value-driven customer relationships. Moreover, these pay dividends. “The economic value for Ease is recurring revenue. Our goal a long time ago was to convert, move, and make sure we had reoccurring steady revenue. We are 99 percent recurring revenue today. My goal is to keep and build that recurring revenue that provides the ability to grow,” Shirdon said.

The more an MSP provides, the closer the client relationship. “AuthAnvil is one more thing ensuring our clients do not have to go out and search elsewhere for this stuff. We are continuously adding to their suite of services. Ultimately, that is what turns them into a client that will be here for the next 20 years,” he said.

Services are key in a changing world. “Microsoft is going to do with remote desktops what they did with Office 365. They are going to charge you \$5 for a desktop, and managed services providers are going to figure out how to make money on that,” Shirdon said. “We have to be prepared. AuthAnvil is a tool that makes us relevant and sticky for our clients. For the client, it is about providing a solid security-focused solution to minimize their exposure in the world we live in today,” Shirdon said.

Recurring revenue is the key to long-term success. “I see a big opportunity. It does not always have to be a couple dollars per user, per month; there can be managed fees in there. There can be other fees we associate with the services that allow us to boost our profit margin,” Shirdon said. “As we expand that into

Powered Services by Kaseya: A Proven Growth Path for MSPs

The Powered Services Difference

While other reseller programs may provide you with the technology and point you toward a library of their sales and marketing collateral, only Powered Services by Kaseya gives you the education, resources, and confidence to sell a new managed service – at margins that enable you to capitalize on your investment with your first sale – and offers an unprecedented opportunity to drive a significant source of recurring net profit.

In-depth Training Gives you the Competence and Confidence to Succeed

Upon signing up for SECaaS, members of your team are enrolled in Kaseya University to attend the SECaaS training modules, covering topics that include how to Position, Price, Prospect, Market, and Sell your new offering. Throughout the training, attendees will be tested and certified on their proficiency, concluding with a highly prescriptive action plan template that dictates specific milestones to quickly launch your new managed service.

Support and Technology to Quickly Launch your Offering to Clients

As part of the SECaaS package, you will receive a two-hour configuration session with our Professional Services team, which is dedicated to properly onboarding you with the technology to offer 2FA and SSO to eight of your managed services clients. To further support your ongoing needs, we provide regularly scheduled “office hours” sessions and provide an ever-expanding library of self-service guides and documentation.

All the Resources you Need to Ensure Success

On top of the training and technology, SECaaS provides you with white-labeled sales and marketing materials that allow you to customize your selling process and help drive demand for your new service.

Contact Kaseya today to learn more about how Powered Services can transform your business.

single sign-on, creating workflows for all of these websites, setting up individual users so that they can use it from a personal standpoint for one click, having a password vault, all of those items are billable opportunities for us. We can enhance not only the service that we give to the client but also our monthly services.”

Prospering in a Competitive Market

Ease is in an “ultra” competitive market, and the Powered Services model with multifactor authentication and single sign-on gives Ease a competitive advantage. Fortunately, Kaseya helps MSPs market SECaaS and AuthAnvil with sales collateral, customer-facing webinars, and competitive analysis. Shirdon particularly likes the competitive analysis, which compares AuthAnvil to its rivals in terms of features and price, and show customers that Ease truly understands the competitive environment.

About Ease Technologies

Ease Technologies is a mature MSP with over 25 years of experience. While it services general business customers, it also specializes in servicing business in the accounting, legal and healthcare industries. As a result it must understand compliance, confidentiality, and security requirements. Ease is one of the top MSPs in the highly competitive Washington, D.C. metro area, and has been recognized as such by the MSPmentor 501 award. Services include managed IT services, cloud workspace, software development, education consulting, IT staffing and security as a service.

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

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