

# Kaseya Allows MSP Blueshift to Champion IT Efficiency for Businesses on a Budget

## Choosing an integral business partner

According to MSP Blueshift's Founder, Jan Chapman, Kaseya was part of the foundation of the business, with the company building many of its services around the Kaseya hosted offering.

"Before we opened our doors, we sought a platform that fully aligned with our vision for IT services delivery and provided the commercial offer we wanted to bring to market as MSP Blueshift. We also wanted to work with a partner we could trust, so Kaseya was an obvious choice."

"Through using Kaseya, one of the most advanced real-time monitoring and automated remediation solutions on the market today, we can fix problems before they disrupt our clients' IT systems. With Kaseya's tools, we can comprehensively manage the entire computer network for any client – better than most internal departments could even dream of doing. And, we can do this at a much lower cost."

According to Chapman, Kaseya fundamentally transforms the way IT services can be delivered, bringing significant cost efficiencies to both the managed service provider and the client.

"For MSP Blueshift, this allowed us to focus on delivering comprehensive services to our clients from day one, without needing to hire lots of technical staff to undertake the delivery. Kaseya enables our business to operate profitably – a critical focus for any business in growth mode."

## Championing IT efficiency for businesses on tight budgets

The high levels of automation offered by Kaseya allow MSP Blueshift to offer its clients full 24/7 support throughout the year for a reasonable recurring service fee.

"With Kaseya in place, the onsite visit component of our service is as low as five percent of the overall work we do. Yet, we do not compromise on service delivery either, as Kaseya takes care of so much of the repetitive or low value tasks behind the scenes, allowing our technical staff to focus on more strategic and higher value work.

This model has resonated with MSP Blueshift's clients, which include numerous not-for-profit organisations with more modest IT budgets than many commercial organisations.

Chapman says that on the back of the success his firm has delivered to its clients in the NFP sector, there is growing awareness that the traditional favouritism towards outsourcing IT management to 'one-man shops' for cost reasons is a false economy.

"With Kaseya, we can deliver a much greater range of services, backed by a highly trained team of IT technicians, for a similar low cost. And, in most cases, we can take care of an issue in seconds for clients on our platform – not hours as might happen for NFPs utilizing services of small operators who charge by the hour for on-site visits."

## Simplifying processes to offer more services to more clients

Many of MSP Blueshift's clients have remote office sites as well as staff who work from home or regularly travel overseas. With the Kaseya Solution, MSP Blueshift can easily manage the challenges of working across a range of environments.

"When a staff member is overseas and is trying unsuccessfully to access the corporate network, it can be notoriously difficult to determine what the issue is. But with Kaseya, and a simple Internet connection, we can manage the process remotely without their involvement," said Chapman.



your IT department  
**MSP BLUESHIFT**

## Company Profile

MSP Blueshift is a Melbourne based complete IT managed services provider. Established in 2010, with the guiding principle of challenging the "traditionalist approach" to IT Services in everything it does, the company supports clients in the Small to Medium sized Enterprise (SME) sector, with their average customer employing approximately 40 staff.

MSP Blueshift caters to customers across Australia and from a diverse range of industries including not-for-profit (NFP), architectural, manufacturing, automotive and leisure (caravan) dealerships, transport organisations, legal and professional services firms and lawyers.

MSP Blueshift provides its customers with access to services that support, maintain and manage either specific parts or entire IT environments on an outsourced basis. MSP Blueshift delivers all the services of an internal IT department, including unlimited help desk access, with highly responsive customer service but at a fraction of the cost.

[www.mspblueshift.com.au](http://www.mspblueshift.com.au)

*"If we weren't using Kaseya we would need to hire a lot more staff and make far more site visits, which would hugely impact our viability. We couldn't make any money out of it. We'd have to pay ourselves a pittance so it would be a pointless exercise."*

Jan Chapman  
Founder, MSP Blueshift

  
**Kaseya**

[www.kaseya.com.au](http://www.kaseya.com.au)

"It's great being able to repair issues in the background and then being able to inform the client once it's done. From the client's perspective, they want to be able to continue to do their work without being disrupted, and Kaseya enables us to do just that."

Specifically, the company uses various Kaseya modules including Remote Control, Network Monitor, Patch Management, Inventory Management, and Antivirus.

"As far as antivirus and patch management goes, it's pretty much a case of set it and forget it, as the whole process is automated," said Chapman.

### Being a trusted partner for clients and their customers

One of the many MSP Blueshift clients benefitting from Kaseya's services is Community Care services provider, APTO Group.

APTO works with organisations such as CareConnect and UnitingCare to deliver expert direct care to senior and disabled persons across 400 homes in the community, including personal and high care, respite and domestic assistance. In order to perform support, APTO's IT systems must be constantly running smoothly to ensure company data and schedules are always available to management and staff.

Additionally, APTO employs approximately 70 carers under casual contracts, who all work remotely and access company data via a cloud-based server. All employees are accessing the server from their own mobile devices (BYOD) and if this server crashes, carers are disconnected from their schedules and data entry software, bringing their services to an abrupt halt.

APTO's operations and corporate manager, Colin Soltani, says the Group switched to MSP Blueshift in 2011, after its employees became "fed up" with the ad-hoc and time-consuming services being provided from a two-man IT operation.

"Our company is managed via specialised software that allows care managers to access rosters, complete patient updates and administer finances from the click of a button. If these systems go down, we're stuck, so we needed a trusted partner who we could consistently rely on," said Colin Soltani, operations and corporate manager at APTO Group.

"MSP Blueshift is completely managing our IT systems and understands the community care services sector inside-out. It's vital for the safety and care of our clients that we can trust and rely on our IT systems. We have complete confidence in MSP Blueshift's service and know that if any of our employees have an IT issue from any device – mobile to laptop – Blueshift will swiftly reach into the system and fix the issue," continued Soltani.

"Switching to MSP Blueshift was a really great move for us – bringing us more stability. Taking over our entire IT systems, they've taken the worry out of IT. It seems any issue is simple for the technicians," said Soltani.

### About Kaseya

Kaseya is a leading global provider of IT systems management software. It is the only vendor to provide a complete IT management solution delivered both via cloud and on-premise. Kaseya technology empowers MSPs and mid-sized enterprises to proactively manage and control their IT environments remotely, easily and efficiently from a single platform. Kaseya solutions are in use by more than 10,000 customers worldwide in a wide variety of industries, including retail, manufacturing, healthcare, education, government, media, technology, finance, and more.

Kaseya is privately held with a presence in over 20 countries. To learn more, please visit [www.kaseya.com](http://www.kaseya.com).

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**Colin Soltani**

Operations and Corporate Manager  
APTO Group

### Business Challenge:

Jan Chapman needed an IT platform to act as the core component of his new MSP business, ensuring the company could provide its customers with a wide-reaching IT service. The vendor of choice had to enable four technicians to fully service several clients each, while creating profitable returns for the young business that ensured long-term success.

### Solution:

Kaseya provided MSP Blueshift with a wide-ranging IT platform that allowed the business to provide a complete IT service to its clients. In particular, the Kaseya automation features have allowed the company to expand its client-base while maintaining a four-person technical team.

### Key Benefits:

- Provided the core needs for a new MSP business to begin and continue to thrive
- In its three and a half years of operation, MSP Blueshift has developed a client-base of twenty with multiple potential clients in the pipeline
- Enabled the company to specialize in the small-to-medium business space, catering to companies that need maximum service for minimal spend



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