



Kaseya Enables UTG to Increase Customer Value with Advanced Monitoring

United Technology Group (UTG) uses Kaseya Traverse to deliver Advanced Infrastructure Monitoring SLAs

When one of UTG's larger customers requested they consider sharing some of the risk of providing IT services by offering their own up-time guarantees, UTG looked to see what advanced tools were available to help.

UTG chose Kaseya's IT service level monitoring and management platform, Traverse, as the core of its Advanced Infrastructure Monitoring service. Traverse has enabled UTG to win larger customers and to profitably deliver the higher value service. It provides a unique and proven enterprise solution that UTG uses to clearly demonstrate its capability to deliver on contracted service levels.

"Traverse's single-pane-of-glass views have been a huge win for us," said Mike Verner, UTG COO. "Creating location-focused alerts using Traverse's service container approach and providing customers access to their own custom dashboards has allowed us to migrate over 50 customers to our Advanced Infrastructure Monitoring service to date. Traverse allows us to increase our value-based recurring service revenue, while at the same time simplifying our management."

Kaseya helps UTG provide reliable services and up-time guarantees

UTG has been a Kaseya customer since 2006. To automate common IT tasks and enable remote management of its customers' systems, UTG deployed Kaseya's flagship product, VSA, to give its administrators complete access and visibility into any server or workstation – regardless of the physical location of the system. Administrators are able to monitor, maintain, back up and secure the systems from a single management console. VSA helps UTG to support its small business customers through its monitoring service.

To address the needs of mid-sized enterprise customers, with more complex infrastructures, UTG also needed an advanced monitoring tool. UTG customers, like Benevis, LLC, a leading dental support company providing non-clinical services to more than 130 dental practices in 16 states, place a great deal of trust in UTG's ability to keep their IT services running and to deliver on a 99.9% up-time guarantee. Dental practices rely on Benevis to provide immediate access to patient dental records, X-rays, reports, diagnoses, etc., to be able to process claims, and perform other administrative tasks like patient scheduling. At any one time, the Benevis IT infrastructure is likely to be handling 3000 simultaneous connections.

To support Benevis and reliably deliver on its service availability guarantees, UTG needed an advanced enterprise-level monitoring platform that could be shared with Benevis and its other customers. Benevis, like many mid-sized companies, runs a very tight IT ship. It needed a service provider it could trust to monitor and help manage its infrastructure in order to free its own IT staff to undertake development and upgrade projects. It also wanted its own view into service availability, both to ensure that issues were being dealt with promptly and to be able to provide monthly reports on availability to its executive board.

Kaseya Traverse enables consultative conversations for both UTG and their customers

Over an 18 month period, UTG tested over a dozen monitoring solutions, including most of the major Traverse competitors, to find the one best suited for their needs. Their goal was to find a single solution on par or better than a combination of individual tools, with a cost structure that could easily be absorbed into their Advanced Infrastructure Monitoring service pricing. The solution also needed to have a root-cause correlation engine that avoided the need to call on advanced engineering talent,



Company Profile

United Technology Group (UTG) is a leading provider of trusted information technology solutions for mid-sized enterprises and small businesses throughout the Southeastern US. Founded in 2004, UTG has grown to serve more than 150 companies with locations throughout the US and site offices globally.

UTG specializes in advanced 24/7 network monitoring, management and support which leverages their strong expertise in the areas of virtualization, storage, IP telephony, unified communications, network design, Microsoft solutions, information security, helpdesk, desktop support and disaster recovery.

www.UTGsolutions.com

"Traverse enables us to have value proposition conversations with our prospects. With a commoditized monitoring service offering, you make X margin like any other MSP. Leveraging Traverse, you have a key differentiator enabling you to create a more profitable managed service."

Mike Verner
COO, UTG

and that matched UTG's needs and would pass muster with their most demanding customers. They concluded that Traverse was the best and only solution.

UTG now monitors over 652 devices in the Benevis infrastructure using Traverse. Traverse's predictive SLA monitoring and management reports are used to deliver uptime and availability reports to the Benevis executive board and to discuss needed infrastructure upgrades. For example, Traverse identified that the growth in medical record data would negatively impact server performance and, if left unresolved, would subsequently impact IT service availability levels. Accordingly, the IT team was tasked with implementing a new storage area network (SAN) solution to proactively remediate the potential issue.

"We trust UTG monitoring with Kaseya VSA and Traverse," commented David Hector, "UTG responds to minor issues and takes corrective actions remotely, a few times every day. When there's an unpredicted issue, such as a disk failure, which happens occasionally, UTG staff come out to fix it immediately. We use Traverse to see what's happening. It's a constant job to keep the lights green."

UTG uses Traverse's integrated dashboard-to-netflow drill down capability to quickly identify problem root-causes and dispatch an engineer only when the issue cannot be addressed remotely. Traverse helps them optimize the use of their own resources and deliver high levels of service. They use its predictive analytics to identify issues that might compromise their ability to meet SLAs and discuss necessary upgrades and investments with their customers, an activity that frequently leads to the identification of additional implementation projects.

Proactive Service Level Monitoring is helping UTG grow its business

Many MSPs try to offer advanced monitoring and Service Level Agreements to their clients but are challenged to succeed because they use various discrete tools to manage their services. To be credible to larger organizations, and to manage their own costs and risk, UTG wanted to use a sophisticated and powerful monitoring tool that overcame the challenges of IT complexity and optimized the time of their engineering resources. Kaseya Traverse is the only single screen platform that can provide the comprehensive and proactive service level monitoring they needed.

UTG created a dedicated sales team to sell its managed services. Traverse provides the opportunity for higher level/consultative conversations related to the advanced information that Traverse provides versus other monitoring platforms. UTG offers access to Traverse dashboards and reports as part of their Advanced Infrastructure Monitoring service. "Most of our clients that are in the mid-market see it as a 'no-brainer,' an advanced monitoring suite that they do not have to manage on an ongoing basis," Mike Verner commented. "Our clients rely on advanced tools and acknowledge this type of service as a differentiator for UTG."

"Our goal is to understand our clients business objectives and give them an understanding on how different technologies can accelerate their goal accomplishment. We leverage dashboard screenshots and do Traverse demos during the presales process. Traverse has made a strong contribution to the success of our Advanced Monitoring Service and to the growth of our business," said Mike Verner. "MSPs looking to move into supporting mid-sized enterprise organizations absolutely require it." UTG now monitors over 1600 server and network devices with Traverse.

About Kaseya

Kaseya is the leading provider of cloud-based IT management software. Kaseya solutions allow Managed Service Providers (MSPs) and IT organizations to efficiently manage 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 MSPs and mid-sized enterprises to command all of IT centrally, manage remote and distributed environments with ease, and automate across IT management functions. 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

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Business Challenge:

UTG needed an advanced monitoring solution to enable them to offer a higher value, advanced monitoring service with up-time-based SLAs. Previously, they had used a variety of discrete monitoring tools but were challenged to manage complex IT services without expending significant internal time and resources.

Solution:

UTG has been able to migrate over 50 existing customers to its Advanced Infrastructure Monitoring service and to gain new business. The service leverages Kaseya Traverse to provide advanced monitoring and to deliver the reports and information needed to create trust and confidence in UTG's capabilities both during the sales process and in service operation.

Benefits:

- Service containers and trending enable UTG to offer higher value, SLA-based, advanced monitoring services.
- Predictive application and service level monitoring facilitates proactive remediation and reduces risk.
- Federated, multi-tenant architecture allows UTG to support all clients from a single "pane-of-glass."
- Custom dashboards and reports provide client confidence and document SLA compliance.
- Trending information identifies future investments needed to maintain SLAs.
- Location-based containers deliver customer-based alerting functionality.
- Detailed baselining and trending reduces false alerts and alarms.

"UTG and Traverse have given me peace of mind for monitoring and reporting. Using UTG has been a big time saver enabling us to focus on the constant stream of projects we have to upgrade and improve our own services."

David Hector

Director of Technical Services, Benevis, LLC.