

Boston-based MSP Uses Kaseya VSA to Scale Profitably, Outpace KPIs

Kaseya VSA allows Internet & Telephone to increase technician efficiency while also meeting unique customer requirements

Ask any carpenter, mechanic or surgeon. Using the right tool for the job makes a huge difference. Effectively and profitably delivering IT managed services to customers is no different.

Fourteen years ago, Internet & Telephone, LLC (I&T) CEO and co-founder Paul Cissel and his partners knew two things: 1) delivering proactive services at a fixed price was a winning business model, and 2) they needed to find the right solution to enable them to build their business profitably.

“Nothing we had was right for what we wanted to do—which was essentially deliver IT managed services to our customers at scale,” Cissel said. “Instead we had a hodgepodge of eight or 10 different tools that made it difficult to train staff, integrate with each other or scale efficiently. It had gotten to the point where we would’ve had to hire a new employee for every new customer we signed up, and that certainly wasn’t scalable.”

Cissel knew that I&T needed to consolidate ticketing, remote monitoring, maintenance and anti-virus, and more. And the emerging managed services concept made him understand that he needed to both be able to deliver services in a standardized way to increase staff productivity as well as deliver customized services in a cost-efficient manner when needed.

Cissel asked around, and the consensus was that Kaseya VSA was the best product on the market. The team did due diligence and investigated other options as well, doing a side-by-side test with N-Able. “It wasn’t even close,” he said. “We immediately deployed Kaseya and made it the core of our service delivery model.”

Policy-based Automation Powers I&T’s Growth

Now, 10+ years later, Cissel still appreciates the power of VSA. I&T uses VSA to manage more than 5,000 endpoints across 200 customer environments, consolidating remote management and automation capabilities that allow administrators to centrally monitor, update, maintain, secure and back up all systems.

Of particular importance to I&T’s success is VSA’s powerful policy management and automation capabilities. I&T can create and roll out a standard set of capabilities consistent across customer environments at scale. In addition, administrators can customize policies per each customer’s needs to ensure unique requirements are being met. This allows basic tasks such as patching to be done seamlessly and automatically across all systems through the use of scripts while tech resources are spent managing exceptions (i.e., a failed upgrade) and unique circumstances (i.e., a more robust HIPAA or FINRA compliance requirement).

“It’s much more efficient to approve and send out one patch to 5,000 machines simultaneously rather than 5,000 separate deployments,” Cissel said. “Kaseya policy management enables efficiency for our business—making our managed services offerings more manageable and scalable while saving costs for our clients.”

Differentiating Services Key to Success

According to Cissel, differentiation is important in a crowded industry. “Kaseya VSA is a very powerful tool that allows you to manage a customer in any way that makes sense for your service delivery model,” he said. “We can deploy a standard set of policy services and then add other offerings on top such as security or backup. There’s the ability to fine tune the product to accommodate the unique needs of our customers.”



internet & telephone

Kaseya Customer

Internet & Telephone, LLC.
www.itllc.net

Problem

- Needed a solution that would enable a scalable, profitable managed services delivery model

Solution

Kaseya VSA

Benefits

- Offer customized managed services efficiently and effectively
- Scale customer engagements while increasing profits
- Exceed industry standards for service salaries to service revenues ratio by 30%
- Achieve service revenue by service technician ratios 50% higher than industry benchmark



Even better, I&T technicians continually look to find new ways to leverage VSA's automation. "We used to get about 150 backup failures on any one night. First, we wrote scripts to rerun those backups which solved about half of those failures. Then, we wrote scripts to search for open files, close them and then rerun the backup—which solved more problems. We kept getting more and more granular, so now I don't have to have three technicians up all night babysitting backups."

I&T is able to expand service offerings through Kaseya's other solutions, such as AuthAnvil. I&T leverages AuthAnvil to differentiate their service, by using AuthAnvil's multi-factor authentication service to offer better protection of their customers' data and systems. As customers' security concerns grow, I&T can offer multi-factor authentication as a new service.

Driving Industry-leading KPIs

Having the right tools, enabling automation and policy management and delivering scalable services allows I&T to meet and exceed its business goals. According to Taylor Business Group, each technician employed by an MSP should drive revenue three times his salary, and each managed node should generate no more than .5 tickets per month. Meeting these Key Performance Metrics (KPIs) is a good measure of success and scalable growth. I&T technicians generate \$23,000 of revenue per month, which is more than 50 percent higher than industry benchmarks. And each node generates .42 tickets per month—well below the industry average. Finally, I&T total service salaries represent 23 percent of their total service revenues—fully 30 percent lower than industry benchmarks.

"Meeting these benchmarks is directly attributable to the automation and efficiency inherent in Kaseya," Cissel said. "These improve margins and increase our profitability while enabling further growth."

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Paul Cissel

CEO, Internet & Telephone, LLC

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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Rev 120116

