

Company Profile:

The Data Caretakers is a service provider active in the field of automation, maintenance and communication management for the SME market with a focus on the dental and medical sector. The company manages computer networks on a remote basis as well as on-site. Besides maintenance and management, The Data Caretakers deliver proprietary products and handle the installation of hardware and software. The company was founded towards the end of 2003.

Website: www.thedatacaretakers.nl

Business Challenge: The Data Caretakers was looking for a way to provide its customers with clear insight into the activities it performed as well as the status of customers' infrastructure.

The Data Caretakers also wanted to be able to manage its customers' IT resources in a more proactive way while safeguarding their continuity. Such functionality was already partly present in the shape of an incident registration system by Topdesk, but this failed to offer all the features that were required for the level of service provision envisaged by The Data Caretakers.

Solution: The purchase of Kaseya's agents has allowed The Data Caretakers to centralise the IT management activities it performs for its customers. This has substantially simplified the documentation of all its activities. The benefit for customers is that Kaseya has allowed The Data Caretakers to enhance the quality of its services, in particular its reporting. Its reports now specify which applications are running, whether the security has been updated and which patches have been installed. Customers can even have trend reports created. Kaseya allows The Data Caretakers to provide proactive service and to offer its customers insight into the activities performed in support of their IT infrastructure and to anticipate and respond to IT trends and developments.



Kaseya enables The Data Caretakers to achieve a higher level of service provision

Customers notice the impact of the quality upgrade in the shape of uniform and transparent service provision, improved continuity and lower costs

Service is the key word for service providers. This also applies to the dental industry, where dental clinics are making an effort to expand their customer base while keeping their current customers satisfied. IT plays a crucial role in this respect, since an increasing amount of data has to be stored and exchanged between various organisations in the service industry. This concerns everything from storing appointments on a computer up to and including the management of electronic customer dossiers. If customers are unable to make appointments, their dossier is lost or if payments cannot be handled because the system is down, this will obviously have a negative impact on the dental clinic. Moreover, in the not too distant future a sound IT infrastructure will become a precondition for the implementation of new electronic patient dossiers which are nearing introduction in The Netherlands. A problem-free IT system can also contribute to substantial cost savings because it allows clinics to operate more efficiently.

This is why customers in the healthcare sector want to have their general IT infrastructure in good shape. However, since IT is seldom their core activity, they tend to outsource at least part of their infrastructure to third-party automation providers, who frequently provide reactive maintenance and update management on a contractual basis. However, IT service providers can sometimes have a reputation for technical language and difficult or vague communications, which does not inspire much confidence from their customers. For this reason, The Data Caretakers is unwavering in its commitment to adequate, transparent and simple communication in order to guarantee optimal service levels.

The Data Caretakers is active in three areas - network administration, online backup and secure Internet, all of which are indispensable for dealing with sensitive patient data. The Data Caretakers provides automation services and support to a host of dental clinics, and understands the value of adequate customer service as well as the fact that customers wish to see which activities are performed and what they are paying for.

"It is not our aim to flabbergast our customers with difficult jargon or woolly language. Our philosophy is to provide openness wherever possible. We want to make it clear to customers what we have been doing during the past few months and what we will be doing in the next half year," comments Ties Bakker, the founder and joint owner of The Data Caretakers.

In this context, it is crucial for companies to standardise on IT resources and the management of customer environments wherever possible. An additional challenge for the IT service provider is that each customer has different wishes and requirements. For instance, a medical centre may accommodate various different general practitioners and physiotherapists and a staff of a hundred employees. Such a centre will have different objectives and requirements from those of a dental clinic with seven employees.

To address these variations, The Data Caretakers had been searching for the right means to combine the best of both worlds. With Topdesk, the service provider had a software suite at its disposal in which it could register all customer incidents and show the status of the incident management process to its customers. However, the system only provided an

overview of issues that did not go according to plan and for which action had to be taken by The Data Caretakers. However, the questions were: what customers would have to be shown when all systems were running optimally and how would customers be able to see what they were paying for in such a case? Dental clinics also require an overview of what has happened during the past few months so that they can keep their security up-to-date and check the status of IT patch management.

For this reason, The Data Caretakers was regularly confronted with questions but was unable to come up with a clear-cut answer or straightforward report. Each month, it had to create all its reports manually. This was a very time-consuming process that had no immediate benefit for its customers. Consequently, the company wanted to eliminate this situation.

Success through diversity

The Data Caretakers evaluated various solutions, none of which were able to offer an integral overview of the IT infrastructure of customers as well as the status of the delivered management services. According to Ties Bakker, Kaseya does meet these requirements, allowing The Data Caretakers to offer its customers fully integrated service provision. "We had previously evaluated other remote control solutions, but Kaseya was the only vendor who offered an end-to-end suite including Audit, Script, Monitor, Patch, Remote Control, Backup, Security and Report modules.

"Everything's in there," comments Bakker. "Kaseya allowed us to run particular checks for our customers, something that is considerably less time-consuming with Kaseya than was the case with our previous solution," he explains.

The ability to create a complete monthly overview of activities saves the IT service provider a lot of time, contributes to its professional attitude and allows it to show its customers which activities it has precisely performed. In this way, the customer becomes more involved in the process, so that The Data Caretakers is able to perform the role of trusted advisor rather than of a mechanic who is called in when something is broken.

The added value that professional IT service providers such as The Data Caretakers can offer in this way, is to offer a service portfolio that seamlessly matches the needs of different customers. "The success of the Kaseya system lies in the diversity it has to offer," comments Ties Bakker.

For instance, at medical centres the most important aspect may be the security of customer data such as electronic dossiers, while small dental clinics may assign priority to availability, so that customers are always able to make appointments and to directly enter these in their computer system.

Key Benefits

- The security is extremely reliable – the encryption key is changed each minute. There is no need to open the firewall at any point, since all communication takes place through Kaseya's web-based platform.
- Various modules, from Patch Management to Remote Control, allow The Data Caretakers to create a tailor-made service that seamlessly matches the needs of its customers.
- The patch management process has become more reliable and consistent throughout the entire computer environment, enhancing the security and performance.

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Thanks to Kaseya's technology, The Data Caretakers has a new unique selling point: the ability to easily demonstrate the quality of its service provision to customers.

"Thanks to Kaseya's transparent reporting, we are now able to provide our customers with insight into their IT infrastructure. That is something that is lacking with many other IT providers. We are now able to provide openness, an aspect that customers value greatly," comments Bakker.

Moreover, The Data Caretakers is now able to guarantee the continuity of its customer information. Thanks to improved, proactive systems management, downtime has been drastically reduced. Kaseya allows The Data Caretakers to detect and remedy critical problems at an early stage before they can impact the infrastructure.

At the start of 2007, The Data Caretakers bought 250 licences. This allowed the company to install seven agents at small accounts and a hundred agents with large accounts. The rate of growth was rather more rapid than expected. Six months after its first purchase of Kaseya agents, The Data Caretakers has already ordered a thousand new licences.

"The diversity as well as simplicity offered by Kaseya's system is what makes the automated managed services a success," comments a content Ties Bakker.

About Kaseya

Kaseya is a global provider of IT automation software for IT solution providers and corporate IT organizations that benefit from deploying Kaseya's systems management capabilities. Kaseya allows businesses to proactively manage distributed IT infrastructure easily and efficiently with one integrated Web-based platform. Kaseya's technology has been deployed on over 1 million machines in more than 25 countries around the world.

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