

Company: Endsight

Endsight—an outsourced IT service provider in Northern California—helps small businesses achieve their objectives by empowering them with the same level of IT service and support as large enterprises.

Website: www.endsight.net

Business Challenge: To deliver enterprise-level IT consultancy to the small business market, Endsight needed to overhaul the way it set up its business and delivered services to customers. Constrained by fixed monthly retainers, Endsight's systems administrators spent the majority of their time jumping from fire drill to fire drill, reacting to help desk issues and conducting basic administrative tasks. This left little time for Endsight to provide customers with the high-level consultancy and proactive management that larger enterprises take advantage of.

Solution: Endsight deployed a remote and automatic systems management solution from Kaseya that allowed its systems administrators to proactively manage customers' IT environments from a central console. By automating basic IT tasks and by eliminating geography from the management equation, Endsight is able to monitor systems health and improve application availability and performance. Through this new proactive and cost-effective approach to managed services, Endsight is able to provide its small business customers with a reliable IT infrastructure powerful enough to level the playing field with larger competitors.

MSP Provides Enterprise-Level IT Support and Services to the SMB Market Through Kaseya Remote Systems Management Solution

It's no secret that small- to medium- sized businesses (SMBs) are at a technology disadvantage compared to their larger competitors. Enterprises have the resources to outspend everyone else, giving them a leg up on building a reliable, powerful IT infrastructure to maintain mission-critical business applications, support systems and customer-facing solutions. However, outsourcing IT to a managed service provider (MSP) can help SMBs level the playing field by relying on a highly-educated and experienced team of consultants without having to pay full salaries or make a large IT investment. MSPs can advise on technology purchases, help with complex deployments, ensure data protection and solve major downtime or performance issues.

Endsight – an outsourced IT service provider serving Northern California – helps small businesses bridge the technology gap by cost-efficiently taking on IT services and support. A team of systems administrators, help desk engineers, a systems manager and a CIO work with customers to ensure systems are up and running optimally. Due to limitations in budgets and geography, however, Endsight's administrators were having trouble maintaining the high level of support they wanted to provide customers, prior to changing the support model.

"Our customers were extremely happy with the services we provided but we knew we weren't doing anything remotely close to what large companies are able to do with an extensive IT organization," said Josh Carroll, chief operations officer for Endsight. "The way that we delivered IT services was flawed. We needed to change the way we did business in order to help our customers bridge the technology gap."

Endsight wanted to leverage the expertise of its senior leadership to dramatically affect the impact IT had on its customers' business. By bringing in a CIO – a concept most small businesses don't even think about but is commonplace among large enterprises – Endsight could deliver IT services more closely aligned to the goals of the business. The problem was that 95 percent of its customers' monthly retainer was being spent on reactive systems management during the weekly on-site visit. And, unfortunately, Endsight's small business customers couldn't afford to spend more.

Proactive Systems Management

In an effort to automate basic IT tasks and enable remote management, Endsight deployed Kaseya Managed Solution Provider (MSP) Edition in all its customer environments, instantly shifting the MSP's focus from reactive systems management to proactive management. By using Kaseya to automate repetitive processes like patch management, systems monitoring and software deployment, Endsight was able to streamline repetitive tasks, allowing it to spend more resources on high-level management services on par with enterprise IT organizations.

Kaseya MSP gives administrators a complete view into their customers' IT environments, allowing them to monitor systems health, push software updates to disparate workstations and consolidate help desk ticketing from a central management console. And while Endsight administrators still make on-site visits to customers, their visits are service-oriented rather than task-oriented.

“We can now manage our customer environments without leaving the office, saving time, money and drive times and refocusing our efforts on heading off potential availability and performance issues before they occur,” Carroll said. “We’re able to solve 99 percent of help desk issues remotely without having to go onsite. We simply take control of the system and fix it in minutes.”

Over the past two years, Endsight has migrated 50 customers to the managed service model using the Kaseya solution. Now, administrators can manage each customer environment as an individual group based on unique performance service levels, or Endsight can manage all its customers as a single network, further streamlining administrative tasks.

For example, Endsight was able to automatically push out patches and run scripts for all its customers that fixed daylight savings time bugs in Microsoft Windows, Office, and other applications. Without the Kaseya solution, administrators would have had to physically go to each customer site and manually patch each computer – a process that could have taken weeks to complete. And given that many of the patches weren’t available until several days before daylight savings time took effect, there was no way that Endsight could have prepared its customers in time. Instead, administrators simply pushed the patch out from their headquarters in mere minutes.

“It takes about ten minutes to install Kaseya for a new customer account. We let it run for a couple of days, collecting data about the computing environment – detailed real-time information like processor, memory, operating system, software license and security information – that we can then access remotely,” said Carroll. “This repository is vital to analyzing performance and availability issues that may crop up in the future and can help determine an effective equipment replacement strategy.”

New Managed Service Provider Business Model

Endsight’s new proactive approach to IT service delivery has enabled it to revamp its business model to a more managed service approach. Instead of providing IT services on a monthly retainer model billed by the hour, Endsight is able to charge its customers a consistent fee for maintaining and running their IT organization.

Key Benefits

- Automation and remote management enables proactive systems management, reducing costly reactive support
- Potential issues are identified before downtime occurs, improving application performance and availability for mission-critical systems
- Net profit has increased by 10 percent and revenue has nearly doubled in 18 months
- Customers take advantage of a traditional enterprise IT organization—systems administrators, help desk personnel, a manager and CIO – at an SMB price point

“Without the remote and automation capabilities of the Kaseya solution we’d still be driving around the Bay Area putting out fires. Our time is better spent aligning IT services with the unique needs of our clients’ businesses,” Carroll said. “Kaseya has truly enabled us to become more efficient in the way we deliver services.”

As a result of streamlining managed services delivery, Endsight has been able to improve customer service while increasing its own margins. By cutting down on drive times and reducing administration, Carroll estimates that his systems administrators are able to support nearly three times more infrastructure than before. Their net profit has increased by 10 percent and revenue has nearly doubled since deploying the Kaseya solution.

“Perhaps the biggest benefit that Kaseya gives us is flexibility,” Carroll said. “We’re now able to use our on-site visits to work with customers to align IT service to the needs of the business. That’s a huge value enterprises take for granted and Kaseya allows us to provide to small businesses.”

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