

Company: Ziptech

Ziptech offers a range of IT support and managed services to organizations typically up to 100 people in size.

Website: www.ziptechservices.co.uk

Business Challenge:

For years the SME market has been poorly served by the IT industry. While blue chip companies have attained benefit from outsourcing, SMEs have been offered nothing more than low quality support by the technology reseller. Yet SMEs have the same cost drivers as the large blue chip companies. Under the traditional break/fix model, where engineers respond to a customer problem with a site visit, they achieve, at best, 50% engineer productivity. Ziptech needed a solution which would address this problem and allow them to provide good quality IT service to all.

Solution:

At the heart of Ziptech's service offering is the Kaseya IT Managed Service software. The integrated web based solution provides a raft of services – from PC remote control and support to patch management, networking monitoring and alerts, software update, help desk and network policy enforcement. It is a fully functional product providing all the service management and support functions required – and more – in one product set.

Taking good quality IT service to the masses

IT Services provider Ziptech leverages Kaseya's remote monitoring and automation solution to deliver cost effective managed services for the SME market.

New Model

Ziptech was founded three years ago to deliver managed IT services to the SME marketplace. The company, based in Shepperton in Surrey, offers a range of services to organizations typically up to 100 people in size. Services extend from basic pay as you go support to a fully managed service that encompasses the entire IT and networking infrastructure.

Jim Simpson, managing director, Ziptech, explains, "For years the SME market has been poorly served by the IT industry. While blue chip companies have attained benefit from outsourcing, SMEs have been offered nothing more than low quality support by the technology reseller. Yet SMEs have the same cost drivers as the large blue chip companies – why is good quality IT service not available to all?"

Whilst Ziptech recognized the pent up demand for good quality managed services, attaining a cost effective model was a challenge. "It is simply not economically possible to deliver high quality support services to organizations if that service demands repeated on site visits by engineers," he explains.

Indeed, under the traditional break/fix model, where engineers respond to a customer problem with a site visit achieves, at best, 50% engineer productivity, Simpson estimates. "The only way to provide customers with the high availability, high quality IT services required is to embrace a far smarter business model based upon remote monitoring technology and automation," he says.

"The objective is to deliver a managed service that is primarily focused on running the IT systems, preventing problems and resolving problems – enabling the customer to concentrate on the core business," Simpson insists.

Flexible Solution

At the heart of Ziptech's service offering is the Kaseya IT Managed Service software. The integrated web based solution provides a raft of services – from PC remote control and support to patch management, networking monitoring and alerts, software update, help desk and network policy enforcement.

"Having assessed the marketplace, Kaseya offered several advantages over the competition," he says. "Firstly, it is a fully functional product providing all the service management and support functions required – and more – in one product set. Secondly, it is available at a price point that makes it possible for Ziptech to support the SME marketplace."

Simpson continues, "Thirdly, unlike most vendors Kaseya offers a 'many to one' license. This means that whilst most vendors required a separate installation at each customer site, a single installation of Kaseya can support numerous different customers. Without this flexibility, it would be impossible to deliver a cost effective range of managed services."

Highly Efficient

Using Kaseya, Ziptech has a support agent on every customer PC or server that is being managed. These platforms are constantly monitored and alerts are raised should a problem occur or in the event of a breach of performance thresholds. In addition, the software ensures key housekeeping tasks such as security patches and operating system updates are routinely undertaken.

As a result, Ziptech's engineers handle the majority of customer support issues remotely. Simpson explains, "Ziptech very rarely has to go on site to handle a customer emergency because there are so few emergencies. By ensuring all customer systems are up to date and constantly monitored, the chances of failure – and hence downtime - are significantly reduced."

Using this approach, Ziptech's engineers can handle far more customers than in the traditional break/fix model and are productive over 80% of the time, according to Simpson. Customer requests via telephone or email attain an immediate response from a highly trained specialist who can manage and fix the majority of issues remotely. Furthermore, using the real time system monitoring Ziptech can track performance and identify potential problems or issues before they occur.

"Kaseya provides excellent monthly reporting which is used to demonstrate to customers both existing performance and to identify possible system enhancements," he says. "With early warning, these changes can be scheduled to suit customer budgets and timings – avoiding expensive and business damaging emergency implementations and ensuring IT continues to support the business."

Business Support

Leveraging Kaseya's ability to remotely manage a huge proportion of day to day tasks and continually monitor for problems enables Ziptech to undertake other proactive tasks that too often get overlooked in small organizations. Tasks such as managing the spam filters on Microsoft Exchange significantly reduces spam and, hence, both the strain on the network and the risk of viruses.

Key Benefits

- The Kaseya 'many to one' license means that a single installation of Kaseya can support numerous different customers increasing price flexibility
- Kaseya provides monthly reporting which is used to demonstrate to customers both existing performance and to identify possible system enhancements
- Ziptech's engineers can handle far more customers than in the traditional break/fix model and are productive over 80% of the time.
- Ziptech has the flexibility to expand its customer base without requiring significant additional resource.

The fact that Kaseya enables Ziptech to remotely monitor and automatically fix problems to drive up availability at a fixed monthly price is a very strong competitive differentiator."

-- Jim Simpson, managing director, Ziptech,

Critically, for a fast growing business, Ziptech has the flexibility to expand its customer base without requiring significant additional resource. "There is a huge pent up demand for good IT support from organizations fed up with paying by the hour for repeated site visits," he says. "Customers don't need to see engineers – they just want their IT systems to be up and running and supporting the business. And, preferably, they want to achieve this with a fixed monthly cost. The only way that can be achieved is by shifting away from the traditional IT support break/fix model to one based on real time monitoring and automation."

And, while Kaseya provides Ziptech and its customers with good reporting against Service Level Agreements (SLAs), he insists, "If a customer is checking the fine print and complaining about a breached SLA the IT service company is in trouble: SLAs only become important when a customer is unhappy. In Ziptech's experience, the quality of service that can be delivered via this managed service model makes the SLA issue irrelevant because customers have highly available systems continually exceeding the SLA at an affordable price point."

Highly Professional

Over the past three years, Ziptech has worked closely with Kaseya as it has developed its business. "Kaseya has been very supportive, especially ensuring Ziptech is maximizing the benefits of any new product development," says Simpson. New developments such as the introduction of back-up and disaster recovery solutions, have added to the functionality of the core product.

Simpson concludes, "There is a huge opportunity to deliver IT services to the SME market. But to exploit that opportunity IT services companies must attain the level of professionalism demonstrated in other service industries. The market is changing fast and the fact that Kaseya enables Ziptech to remotely monitor and automatically fix problems to drive up availability at a fixed monthly price is a very strong competitive differentiator."

About Kaseya

Kaseya is a global provider of Managed Service Automation (MSA) software for IT Solution providers & Outsourcing firms. Corporate IT organizations benefit from deploying Kaseya's Enterprise 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 mm machines in over 25 countries around the world.