

**Company Profile:** Infinity Business Systems provides complete IT solutions for small-to-medium-sized businesses, focusing on keeping customers' IT infrastructure performing at maximum efficiency to support organizational profitability.

**Website:** [www.ibsfl.com](http://www.ibsfl.com)

**Business Challenge:** Infinity Business Systems, an IT services provider in Tampa, needed a technology solution that would enable it to move to a true managed services provider (MSP) business model. However, its support technicians were at or near capacity manually managing distributed customer systems and reacting to both major and minor help desk issues, and there was no efficient way to increase service levels without hiring an army of support technicians or out-spending the competition.

**Solution:** Infinity Business Systems deployed a remote and automatic systems management solution from Kaseya that integrates seamlessly with business management software from Autotask, providing the managed service provider a complete MSP solution that gives support technicians an efficient tool to proactively manage and track their customers' IT environment. The systems management solution from Kaseya allows technicians to gain visibility and access into customers' distributed systems, enabling preventative and proactive IT maintenance and a true managed services business model.



## Kaseya Alliance Program and Software Integration Enables MSP's Business Model

Ever since the dot-com bubble burst the IT services market in the Tampa Bay area has been wrought with competition. As IT professionals were laid off, it seemed that everyone set off to start their own services company. Since the economy has rebounded, competition remains. In order to compete, innovative services providers have had to find a key differentiator to set them apart. Infinity Business Systems (IBS), a company founded on the principle that it would offer complete IT services, decided that a move to a true managed service provider (MSP) business model would enable the company to provide its customers more robust services at a more attractive price point.

The innovative business model is dependent on the efficiency of the MSP's support technicians who are required to provide an all-you-can-eat approach to IT services. They need to be readily available at all times and work within the framework of their customers' business with clear business goals in mind. In essence, they serve as an internal IT department.

Unfortunately, IBS support technicians were not working efficiently. While they used a variety of remote management tools available through server vendors and Microsoft, the majority of systems management was done manually, requiring multiple on-site visits. Service technicians rotated from client to client, installing software, updating security patches, monitoring systems and resolving minor help desk issues. Efficiency wasn't IBS's only issue. Resolving major availability and performance issues were inhibited by the distance, delaying response times and causing downtime.

"We were like a security guard doing his rounds," said Terry Hedden, CEO, IBS. "We just went from problem to problem, manually fixing it and moving on. It was grossly inefficient."

### Integrated MSP Management Solution

In an effort to streamline service delivery and in effect provide more reliable IT services to its customers, IBS deployed a remote systems management solution from Kaseya that gives its service technicians a complete view into customer IT environments from a central Web-based management console. The visibility and access into distributed systems allows IBS to proactively manage their customers' systems remotely without having to go on-site or conduct manual checks. Now, basic administrative tasks like patch management, software deployment, monitoring, backup and help desk are done automatically from a distance with a consistent approach, streamlining IT service delivery.

In addition, the Kaseya solution integrates seamlessly with IBS's new business management software from Autotask, creating a complete managed service solution that helps organize customer accounts, improving response times, ensuring accurate billing and making technicians more efficient.

"The fact that our two key technology providers work together to deliver a complete managed services tool is a godsend," said Tom Beckman, CNOC manager, IBS. "Kaseya takes care of the practical aspects of managed services while Autotask handles the administration and business side. They work together to ensure clients are serviced quickly, consistently and efficiently."

Autotask is a member of Kaseya's Technology Alliance Program, working with the software vendor to automate the business management and customer service tasks of running an MSP. Through the program, alliance members strive to integrate their software with Kaseya to deliver complete management tools for MSPs and corporate IT environments.

"Working with Kaseya to integrate our products gives our mutual customers a complete software tool they can use to run their business," said Bob Godgart, CEO, Autotask. "Building a link between operations with administration streamlines reporting and billing and provides visibility into business process."

For IBS, the automatic integration of the software tools streamlines how tickets are collected, assigned to service technicians, completed and reported. As the technicians use Kaseya to solve an IT issue, it works with Autotask to track the event and spits out a report that can be used for accurate billing, analysis of business processes and employee performance reviews.

## Integrated Approach Saves Time

According to Beckman, integrating Kaseya with Autotask has reduced the average help desk resolution time by 60 percent while making it easier to track and report each ticket. In addition, the integrated reporting feature cuts the time it takes to file paperwork and create reports by half.

Kaseya helps streamline other IT tasks, saving Beckman's staff even more time. Kaseya's scripting engine allows technicians to automate repetitive tasks like deploying software updates or defragmenting PCs. While it used to take up to 30 minutes to manually find, download, install and test a patch per system – something that had to be done for nearly all servers, desktops and laptops in every customer environment – IBS technicians can now centralize patch management and issue the patches remotely at the same time in minutes. Literally, hours are saved every Patch Tuesday update from Microsoft. Defragmenting, software monitoring and security tasks are done much the same way with scripts running off hours or in the background.

## Proactive, Preventative Approach Enables Business Model

Now, through the integrated solution, IBS support technicians are more efficient, allowing them to conduct preventative maintenance instead of simply reacting to IT issues. This proactive approach is central to the MSP business model, making it economically viable to offer all-you-can-eat managed services without having to hire an army of support personnel. Each technician can manage multiple customer environments without leaving headquarters, allowing them to take on more clients and responsibility, ultimately improving profit margins.

### Key Benefits

- Remote systems management eliminates drive times and allows technicians to proactively head off availability and performance issues before they occur
- The integrated solution streamlines service delivery, allowing for quick response times, accurate billing and more productive technicians
- Customers receive more robust, reliable and consistent services at a more attractive price point
- Support technicians are able to streamline basic administrative tasks like patch management, ticketing and monitoring

*"Kaseya and Autotask have effectively enabled our business model. Together, they make it possible for us to efficiently provide reliable IT managed services to our customers. As long as you can sell, any MSP can be profitable from day one if they use this integrated solution."*

-- Terry Hedden, CEO, IBS

According to Hedden, his engineers are 20 percent more productive when using the integrated Kaseya and Autotask MSP tools, and the more efficient support staff has enabled him to grow the business by 500 percent year-over-year, a huge growth rate for an IT services company in a competitive market.

"Kaseya and Autotask have effectively enabled our business model," Hedden said. "Together, they make it possible for us to efficiently provide reliable IT managed services to our customers. As long as you can sell, any MSP can be profitable from day one if they use this integrated solution."

For Beckman, the remote visibility into customer environments is worth the price of admission. His support technicians are able to see what is going on at all times regardless of the physical locations of the systems and are able to head off potential problems before they become serious issues, often before the customer is even aware. For an MSP, this ability to keep the business up and running at all times is absolutely vital and provides the differentiation so many service providers are looking for in the Tampa area. Infinity Business Systems has found it.

## About Kaseya

Kaseya is a global provider of Managed Service Automation (MSA) software for IT Solution providers and Corporate IT organization who 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 mm machines in over 25 countries around the world.

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