

A photograph of three business professionals in an office setting. A woman in the center, wearing glasses and a blazer, is smiling and looking at a laptop screen. To her left, another woman is looking at the screen. To her right, a man is also looking at the screen. The image has a blue tint and is overlaid with large white text.

HOW TO MAKE YOUR BUSINESS MORE FLEXIBLE & COST EFFECTIVE?

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01 Current situation of the IT Channel

Doing more with less is no longer just a catchy buzzword but a clear and present necessity for IT service providers in today's' current economic climate, where a great percentage of service providers are managing the same customer base with a fewer resources.

Doing more with less is no longer just a catchy buzzword but a clear and present necessity for IT service providers in today's current economic climate, where a great percentage of service providers are managing the same customer base with a fewer resources.

However, for a great majority of service providers **changing how you service your customer base** in order to reap the rewards of greater efficiencies is still a conundrum and a difficult one to address **when your focus is constantly hijacked by day to day operations**. Technical staff are constantly on the back foot responding to an unpredictable amount of customer incidents which arrive via telephone or email.

Once the alarm has been raised by the customer, your staff are up against the clock to resolve the issue, **basing their initial diagnosis on the information received by the customer**. Even at the best of times this information may not be accurate and often sends technicians in a completely different direction. The fact that you cannot predict the problems, quantity or type, that will arrive on any given day means you must have specialized staff in nearly all areas to respond to any possibilities.

Other days, **technical staff can be waiting for the phone to ring**, unable to dedicate their time to other projects or possible value-added services, as they need to be available to respond to their customer base; take that call, respond to that mail, etc. This has a **drastic impact on efficiency**. In many cases, technical staff utilization can be as low as 50 percent for service providers that work in this fashion.

To understand these inefficiencies, we must look at how service providers are presently managing their accounts. What tools do they use? Are they centralized? Do they help technical collaboration, etc.?

Service providers have gradually lost visibility into customer problems and have ended up adapting their businesses to the tools they have, instead of leveraging flexible tools that adapt and respond quickly to their business needs.

Remote control tools

Over time, the vast majority of **service providers have turned to utilising a set of ad hoc tools**, without really knowing the problems they would have to face, adding new ones as customer problems revealed new issues that needed to be addressed.

Virtually all service providers today use some type of remote monitoring and/or management tool, such as remote control software, etc. Generally cheap, in some cases free, solutions that are easy to implement and can be quickly leveraged by technicians. **These solutions are fragmented**, in that several types of software are used; with different types of remote control and audit software, etc.

Although these solutions are essential for service providers to respond to their customers' problems, they too add additional problems and complexity as they are fragmented and not centralized. **They do not facilitate collaboration between technicians.**

This has a direct impact on efficiency, in that every incident starts from zero and cannot leverage, centrally, the work done previously by other technicians on other problems. In addition, these **tools are intrusive**, in that when you are connected to the devices the end user cannot continue with their daily activities.

Another direct result of this fragmented tool approach is **service delivery**. As there is no standard in place, centralized tools, ticketing, etc. **service delivery becomes ad hoc and unpredictable**. Every incident can have a different technician assigned, can be handled differently with different tools/accounts, and have a different outcome in a different time frame.

Global vision lost

Furthermore, it is actually impossible to know if any incidents are getting delayed indefinitely, and what customers are about to call complaining about the lack of a proper response to their problems. Nor is it possible to have a detailed history of problems occurred and the actions taken to resolve them.

In the end, **service providers** find themselves using a set of limited tools that **provide only partial visibility into network conditions**. Worse still, many of them end up adapting their businesses to the tools they have, instead of leveraging flexible tools that adapt and respond quickly to their business needs.

Having your resources tied up and dedicated to unpredictable day to day operations makes it virtually impossible to:

- Find time for new business initiatives and offer new services to your customer base and or new customers.
- Leverage your resources to address possible opportunities without taking on additional overheads.

02

Market Trends Service providers (IT management)

IT infrastructure management is gradually becoming more complex and difficult. Companies are facing new challenges, such as the growing speed at which new technologies are being introduced into corporate networks and the lack of specialized IT staff as a result of corporate restructuring.



David Neil, **Gartner** Vice President, sums up the current situation as follows: *“All Gartner research points to the fact that the enterprise IT infrastructure is becoming more difficult to manage and that the risk factors related to its non-performance have significantly increased..”*

This presents the service provider with a poisoned chalice. On one hand, the possibility to manage this complexity for companies which choose to outsource IT management either **to reduce costs or increase efficiency** translates into a great business opportunity. In fact, the dire economic situation we find ourselves in has forced many companies to turn to managed service providers (MSPs) and specialized VARs to operate and maintain their IT assets.

Insight Research Corporation has predicted that revenues associated with the managed services market will grow from nearly \$29 billion in 2010 to \$47 billion in 2015, with a **total annual growth of 15 percent**, so there is no doubt that this is a very attractive and thriving business.

Difficulties in managing infrastructure

On the other hand, the challenges associated with managing these ever more complex IT infrastructures are becoming harder and harder, and **he economic compensation is not always in line with the effort** on the provider's end to keep up with this evolution.

All this **adds to the difficulties that service providers have to face: The wide variety of devices** used in corporate environments (many of them mobile devices), their increasing rotation, the need to constantly change and upgrade software for maximum productivity, and the **growing mobility of employees** who can now work at the office, from home, from the airport, etc.

However, all is far from lost. The evolution of RMM (Remote Management and Monitoring) technology into complete centralized platforms has created a new way for service providers to manage their customers' accounts more efficiently while offering customers greater service delivery quality. At the same time, these platforms open up new opportunities to offer your customer base additional value-added services through extensive tools (monitoring, scripts, and patch management to name but a few) and also attract a new customer base.

But, **what does Remote Management and Monitoring (RMM) mean?** As its name

indicates, RMM provides a collection of IT tools to **remotely monitor and manage all the technology assets in the customer's network, including workstations, servers and other devices**. RMM solutions enable service providers to manage customers' accounts from a single platform, responding to customers' problems quickly and efficiently.

Instead of waiting on the call, service providers can now **establish alerts to monitor specific aspects of device performance** with the objective of making sure that the issues never become problems that impact the end users' productivity.



Centralized information

Having all device information centralized on one platform means that technicians can now base their diagnosis on device data (such as change logs), and not on what the end user “thinks” the problem is, in addition to not wasting the end user’s valuable time in telling the story.

Having a centralized platform means that technicians can manage all accounts from the same console and with the same tools, for flexible, cost-efficient, **homogenous service delivery**. Centralized ticket systems mean incident resolution also becomes standardized. In addition, any modifications such as additional scripts, monitors, etc. that technicians create on the platform are then

made available to the rest of the technicians, ensuring that every action can be leveraged across all customer accounts and incidents.

In addition to monitoring certain behaviors and automatically alerting technicians and assigning tickets to them, these platforms can also automatically resolve identified problems and create greater device stability and reliability by automatically keeping devices patched and up to date. This, in turn, creates more benefit for the customer by directly affecting their bottom line. As **Gartner says, effective management can cut total cost of ownership for desktop PCs by 42 percent**. Also, issues can be automatically resolved by scripts or command sequences

associated to specific events. E.g. If a service crashes, restart it. Once you have created one monitor and one action, you can then apply the same to another, many or all of your customers and their devices in a matter of clicks.

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Gartner says, effective management can cut total cost of ownership for desktop PCs by 42 percent.

03

What would
be the ideal
solution
for service
providers?

Once again, technologies are evolving to help business development and, in the case of service providers, there are solutions to help manage customers' IT infrastructures and address the questions we have already mentioned: efficiency, service delivery quality and the ability to offer new value-added services.



The ideal solution should allow service providers to **reduce costs and save the time dedicated to each customer account, increasing revenues and margins by offering value-added services.**

It should also adapt to the needs of the technical staff, meeting the service requirements of customers of all types and sizes, while saving on additional infrastructure costs and monitoring the network proactively. Most recently, we have seen a **convergence between remote management technologies and cloud-based services.**

The fact that the cloud provider manages and maintains the infrastructure and platforms on which the applications run **eliminates management and maintenance overhead:** and allows for immediate service delivery.

Having a solution that helps service providers **grow their customer base and service portfolios is essential:** A solution that provides complete information from every device on the customer's IT network to pinpoint potential problems and detect other needs (for example, complete network inventories to find obsolete hardware and which service providers could offer as an additional service).

Service providers could also overcome geographical barriers and stay close to customers using a **remote monitoring solution** with a complete set of tools and features, such as: **24/7 server maintenance and monitoring, patch management, device status monitoring, data theft protection, etc.**

Loyalty through services

But even more important than attracting new customers is retaining existing ones.

Service providers should be able to maximize their current business by offering a wide array of **value-added services**. The ideal service provider solution should be able to satisfy those who use it and, more indirectly, those who benefit from the service provided. **Customers value personalized service and appreciate less hassle and fewer problems.** The ideal solution should provide proactive troubleshooting and non-intrusive diagnostics to resolve issues transparently to the end user.

Finally, to keep customers happy partners need to carry out their work under the best possible conditions. They must have a centralized management console that allows them to

monitor all of their customers' IT devices from anywhere, at anytime, offering all necessary information, tools and actions to resolve user problems.

And obviously, the solution must be so easy to use that any employee can work with it without prior knowledge, and specialized technicians can make the most out of it through scripting and the ability to automate repetitive tasks.

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04

Value-added
services
bring new
opportunities

IT inventory services are key to addressing new phenomena like BYOD (Bring Your Own Device), employee mobility and the need to manage and protect mobile devices.

IT Consulting Services

The best way to build customer loyalty is to let users know how to make the most of their solution.

It is therefore important that you can count on a remote management and monitoring (RMM) tool to show your customers how to streamline processes, improve efficiency and save money, getting the desired results rapidly.

You can also offer **Product compliance services** that demonstrate the regulatory compliance of the solution with international standards and customer specific requirements.

Infrastructure maintenance services

Not all partners can support customers' IT devices and keep them in perfect condition remotely. Especially if this includes not only devices in the office but also mobile devices: tablets, laptops and smartphones.

Technology has evolved to adapt to the **BYOD (Bring Your Own Device) phenomenon, employee mobility and the need to manage and protect mobile devices.**

This has made it necessary to provide a new service: IT asset audits to monitor all network devices.

Product Support

Say goodbye to lengthy, costly trips to customers' premises to resolve an incident. How? Thanks to the ability to provide unobtrusive remote assistance with the same services as before: **software support, installation and configuration, hardware and incident prevention, etc.** By working remotely, service providers will save on travel expenses and increase profits per account. **Finally, as important as delivering value to customers is being able to demonstrate it.**

How many times have you felt that customers don't value your services the way they should or think you are billing them

too much? How many times have you been told that you are charging too much for too little? How many customers would feel more satisfied if they knew the value of their investment in your services?

If you could demonstrate the true value of your work through detailed, measurable reports showing your day to day activities in managing and preventing problems, do you think customers would complain as much as before?

The ideal service provider solution should enable you to justify your costs and the time spent with each customer (regardless of size), and show all the actions you have taken remotely on customers' IT systems.

Value-added services bring new opportunities

Service

Benefit

IT consulting services:

Customer Loyalty

- IT Process Optimization
- Consulting Services about Security Solutions
- Product Compliance Services

Infrastructure maintenance services:

Protection and Management of BYOD (Bring Your Own Device)

- IT mobile devices audits & management: tablets, laptops and smartphones
- Assets Management: PCs, Laptops, servers

Product support:

Cost Reduction (maintenance & travel expenses) and margin increase

- Software support
 - Hardware and Software installation and configuration
 - Incident prevention
-



05

Panda

Security's value

proposition:

Systems

Management

Taking into account the many difficulties service providers have to face, market trends and the new possibilities offered by technology, Panda Security has developed Systems Management, a platform for managing, monitoring and maintaining IT systems.

This solution is designed to allow service providers to manage their customers' IT infrastructures simply and proactively, reducing costs and improving business efficiency. What would your customers think if they could stay ahead of threats and detect problems before they occur?

Benefits of Systems Management

The new solution Systems Management solution makes life easier for service providers and end customers.



Save time

Optimize the time dedicated to each customer account. Cover more accounts with the same number of technicians.

How many hours a day do your support technicians spend on the phone dealing with customers' problems? How much time do they spend trying to understand the incidents reported by customers? think of all the things they could do if you could reduce that time all of a sudden!

The Systems Management monitoring features and comprehensive activity reports will give you permanent visibility into your customers' networks.

Systems Management lets you anticipate problems before they occur, drastically reducing the number of calls technicians have to manage as they will base their diagnostics on device data and change logs and not on what the end user 'thinks' the problem is.

Now you can decide if you want to visit your customers' premises to fix their problems. With Panda cloud systems Management you can resolve them remotely, wherever you are.

Bring problems under control and stop running from one place to another fire-fighting.



Increase margins and incomes

Increase your margins and revenue by identifying new business opportunities.

How many potential sales have you lost just because you didn't have time to properly analyze customer needs and offer them a tailor-made value-added service package? Systems Management facilitates this task. First, you can create and sell 'service packages' (security, maintenance and incident resolution, hardware and software updates, etc.), managing all of them simply and centrally from the Systems Management console.

Second, Systems Management saves you time, and offers detailed information about your customers' IT networks, allowing you to easily identify new business

opportunities proactively (for example, 24x7 maintenance services, real-time monitoring services, patch management, etc.).



Fidelize customers

Improve customer loyalty and ensure service delivery uniformity.

Today, there are so many solutions and offers for customers to choose from, that it is very easy for them to switch to another vendor if they are offered the same standard service at a lower price.

With Systems Management this won't happen again. The wide variety of monitors, scripts and tools provided by the platform allows you to offer a tailored-made product, customized to the real needs of your customers. Plus, the ability to manage all customers and incidents from a single platform, using the same tools and ticketing systems, ensures uniformity in service delivery.

Surprise customers by detecting and resolving problems proactively before they occur, offering a complete, high-quality service.



Demonstrate added value

Demonstrate the value delivered to customers.

As previously said, it is useless to provide your customers with the best possible service if they don't realize it and even complain that you are billing them too much.

Systems Management helps you demonstrate the true value of your work. Its detailed, measurable reports show all your activities in keeping the customer's IT networks running smoothly. Justify the time spent with each customer and show all the actions you have taken remotely, preventing and managing problems.

Help customers realize the value of their investment in your managed, value-added services..



Features of Systems Management



Inventory

IT system inventory: know what you are managing and its status.

Know your IT network. If some network administrators don't even know what's on their network, how can they manage it? You can't put the cart before the horse; similarly, you must first know what you have to be able to use it and make the most of it. With Panda cloud systems Management, service providers will discover and monitor their network's hardware and software at a glance, in real time.

Systems Management conducts automatic hardware and software audits every 24 hours, providing constant visibility of the network resources, including all Windows and MAC devices (smartphones coming soon).

Additionally, it logs hardware and software changes and allows flexible management of software licenses (by group, profile or filter).



Monitoring

Monitoring and control: know if something has gone wrong or is going to go wrong.

You don't need a crystal ball to stay ahead of problems; this smart solution allows you to anticipate your customers' needs proactively, monitoring computer and device activity through alerts, dashboards, graphs, etc.

More specifically, the solution offers:

- Process and service control.
- Performance graphs.
- Event logging.
- Activity reports (global, by profile or by device).
- Alert notifications.
- Real-time dashboard.
- Alert history for trend detection.



Management

Computer and device management: manage devices and increase stability and reliability proactively and automatically.

To automate maintenance tasks is the best way to save money, time and effort. The central management console allows service providers to deploy any type of file, script or critical patch, as well as to monitor the antivirus and firewall protection of all customers.

Additionally, the solution provides software information for bandwidth optimization and desktop management for scheduled maintenance and optimization tasks.

Finally, the console simplifies management by deploying a single control agent for all devices, and gives details of all customers' software licenses.



Remote Support

Remote support and assistance: connect remotely and non-intrusively to any device centrally.

Quite frequently, when problems arise, the resolution is intrusive for customers (support technicians must travel to the customer's premises, sometimes disrupting the normal operation of the company, etc).

With Systems Management, service providers can run diagnostics remotely and resolve issues transparently to end users, wherever they are.

The console includes built-in remote access tools that provide access to customers' resources in the background. In addition, it allows you to execute commands, view and manage event logs, run processes and services, edit the registry, etc. without disturbing users.

Finally, the solution allows remote management of Windows services and screen capture for troubleshooting purposes.



Reporting

Activity reports: show the customer why everything is working fine.

As previously said, customers often don't know how much work the partner is doing. To fix this, Systems Management generates targeted, custom reports that allow you to demonstrate the value of your work.

Service providers can configure the tool to create different types of reports (global, by profile and by device) adapted to their needs. This way, they will be able to show the success of their work and implement improvements to the network.

More specifically, the console includes the following features:

- Different types of reports (global, by profile and by device).
- Automatic report scheduler.
- Device change logs.
- Remote activity reports by customer.
- Hardware/software asset reports..

With Systems Management, service providers will discover and monitor their network's hardware and software at a glance, in real time.

You don't need a crystal ball to stay ahead of problems. This intelligent solution allows you to anticipate your customers' needs.

Summary

Systems Management

PROBLEM	SOLUTION	FEATURE	BENEFIT
You cannot manage it if you do not even know it exists	Discover what you have.	IT System Inventory.	Dramatically reduce the costs and time dedicated to each customer account.
Do you know when things go wrong?	Anticipate problems	Monitoring and control.	Identify new business opportunities, increase the loyalty of your customer base and increase your income.
Can you automate your daily management tasks?	Resolve problems and deploy files centrally and automatically	Computer and device management	Reduce operational costs, save time and increase margins.
Can you resolve problems non-intrusively?	Resolve problems transparently to users.	Remote support and assistance	Homogenize service delivery and increase customer loyalty.
Can you justify the cost of your services without problems?	Demonstrate the value delivered to customers	Reporting	Demonstrate the value delivered to customers.

Take a free trial of Systems Management

From reading this white paper you'll now have a clear idea of Panda Security's value proposal and the benefits that Systems Management can offer you as a partner: greater margins and savings, better control of the situation, better service and increased customer loyalty just to name a few.

This solution represents the next step in network management for enterprises and is perfectly aligned with cloud computing and the needs of a new kind of customer, who demands value-added, custom services.

More control of the IT infrastructure means greater efficiency for your customers. It is time to say goodbye to the old way of doing things. No more traveling to customers' premises, wasting time on the phone and not having time to concentrate on your business.

See for yourself the new way to manage IT networks, grow your business and differentiate your service. Take a free trial of Systems Management.

Please, visit <http://www.pandasecurity.com/uk/enterprise/solutions/cloud-systems-management/partners/>

