BUILD YOUR MANAGED SERVICES BUSINESS WITH SCIENCELOGIC

Sharpen Your Competitive Edge
with Revenue-Driving Services

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As a managed service provider (MSP), you realize that both the opportunities and challenges you're facing have never been greater. The skyrocketing demand for managed services has spawned a multitude of new competitors, increased pricing pressure, and driven higher customer expectations. The race is on — and accelerating — for MSPs to differentiate themselves and stand out from the crowd.

One effective strategy is to offer your customers compelling management services. These can help you:

- Win new customers with unique service propositions
- Create additional revenue streams from existing customers by cross- and up-selling services
- Reduce customer churn through increased customer satisfaction

The challenge, of course, is to offer services that drive *profitable* revenue growth by minimizing the cost side of the service delivery equation. Ideally, the provisioning of new services would be fully automated from start to finish, from service selection through a Web-based portal to the back-end provisioning process and billing system integration. Full workflow automation would increase operating efficiencies, allow staff members to turn to more productive tasks, and enable you to stand up new customers and new services more quickly. All of this could result in lower overhead as well as faster time-to-market and, more importantly, faster time-to-revenue.

It would also be a competitive advantage if new service offerings could be created quickly and easily — without requiring a "Big 4" integration partner or needing to cobble together point solutions in your infrastructure. Ideally, new services could be defined from a single, intuitive administrative interface, making new service definition as straightforward as dragging-and-dropping elements.

These capabilities would take your business to the next level: service providers could become managed service providers, and service providers and managed hosting providers could become cloud providers. However you describe it, having new revenue-generating capabilities would give you a competitive advantage.

And the solution exists today.

The key to offering value-added monitoring services is ScienceLogic — your partner for providing a comprehensive infrastructure monitoring and management platform that can be deployed either as a physical

"ScienceLogic enables Fasthosts and Rise to better manage service levels and offer customers unparalleled insight into the performance of our virtual and cloud offerings. Also, by providing administrators and customers with personalized access into real-time analytics, ScienceLogic has helped us create an important new revenue stream with the Fasthosts Advanced Server Monitoring offering."

— Fasthosts

appliance or as pre-configured virtual machine (VM). Using this platform, you can create a potentially unlimited array of revenue-generating services based on all the physical and virtual network resources it monitors, from server hardware, storage and network gear, to hypervisors and VMs, to operating systems and applications. And with robust multi-tenant support, the platform allows you to monitor all your customers' assets through one system, with data granularity that surpasses the competition.

Creating Services with ScienceLogic

With ScienceLogic, you can create compelling monitoring-based services that drive revenue and competitive differentiation with an efficient, three-step process.

Step 1: Determine What Services to Offer

Anything that can be monitored by the ScienceLogic platform can be transformed into a revenue-generating service offering. The possibilities are truly endless. In fact, with so many options, most MSPs using ScienceLogic find that the hardest part of the service creation process is the planning and strategy behind determining what services to offer. The mechanics of configuring the service offerings often involve only a few point-and-click actions.

To get you started quickly, the ScienceLogic solution includes best practices management templates for a broad set of major vendors — for networks, physical infrastructure, applications, databases, virtualization,

Example of Silver Level offering showing application performance.

operating systems, and more. These can be easily used and combined to create new service offerings for your customers. But unlike some competitive solutions, it does not stop there.

Instead of only providing a suite of pre-defined service offerings that force you to adapt your business model to the limitations of the management tool, ScienceLogic gives you flexible service creation capabilities that empower you to define whatever service offerings suit your corporate goals and the needs of your customer base. In fact, the platform was designed to maximize flexibility for custom monitoring solutions without losing the ease-of-use which is its hallmark. Let's explore the example of tiered monitoring services.

You might want to offer your customers three levels of monitoring services for their servers, designated Bronze, Silver and Gold. Each successive level builds on the others, at progressively higher monthly price points for the additional value they provide.

The base level — Bronze — might simplify verify that network devices are available with a simple ping, SNMP, or port check. If there is no response within a specified threshold, an event is automatically triggered by the ScienceLogic system which alerts customers and the appropriate engineers to begin troubleshooting.

A Silver level package might add performance-level monitoring. While the Bronze package only verifies that devices are functioning, the Silver package could verify that critical infrastructure and services are healthy — for instance, that CPU, RAM, disk, and network are performing within normal specifications. ScienceLogic would gather event, asset, performance, and availability data across the entire infrastructure so that engineers have the information necessary to quickly and easily get to the root of problems and take corrective actions to minimize business impact.

A Gold package might further verify that applications running on monitored devices are functioning as expected. For example, is a Web server running, outputting the correct content, and serving Web pages in an acceptable timeframe?

This is just one example of the kinds of services you can create with ScienceLogic. In the tiered services example, some MSPs using ScienceLogic choose to offer just two tiers of monitoring, or provide the equivalent of a Bronze package to customers at no charge. It's entirely up to you. You could even start with a set of standard offerings that you offer all customers, and then, as necessary, build custom service offerings yourself directly in the system to quickly and easily adapt to your customers' specific requirements. Wherever your business is headed, ScienceLogic provides the robust management platform and flexibility that keeps you agile and responsive.

New Service Offering Matrix-Powered by ScienceLogic	BRONZE	SILVER	GOLD
Customer Portal—SLA Views	•	•	•
Alerts/Notifications	•	•	•
Ticketing System	•	•	•
System and Network Resources Monitoring		•	•
Web Infrastucture SLA and Performance Views		•	•
Application Monitoring		•	•
Real-time & Trended Availability & Performance Metrics		•	•
Asset Records		•	•
Web Content Verification Policies			•
Transaction Monitors			•
Agentless Database Monitoring			•
Custom Application Monitoring			•
Customer Portal—Self Service			•
Custom Dashboard—Service Availability/Events/Tickets			•
Custom SLA Reports			•
Full Audit Log			•
Custom Automated Remediation			•

An example of a three-tiered monitoring package structure, combining monitoring and complementary capabilities built-into ScienceLogic.

Step 2: Create the Service

In the ScienceLogic platform, each distinct service offering is represented as a *template*. You may need to create variants of each template, such as a Gold package template for Windows servers running Microsoft IIS and a different Gold template for Linux servers running Apache.

Each template is a container for one or more policies. Policies are granular verification "checks," such as whether a ping is received, port 80 is open, a service or process is running, a specific keyword or other content is output by a Web server (for example, whether the IIS service is running and working correctly), or a response time threshold is exceeded, to cite just a few examples.

To create a policy, you only need to know what device you want to monitor, and for what condition (for example, "port 80 = available"). ScienceLogic makes this easy with an intuitive, browser-based, point-and-click interface. No scripting is required.

ScienceLogic offers professional services assistance to develop code to integrate third-party systems through the open API.

To give you a starting point for building or modifying templates, ScienceLogic solutions ship with a library of pre-defined management templates for common applications, such as SQL Server. Building a template from scratch is easy. ScienceLogic provides an intuitive browser-based interface to enter all the information necessary to create a template.

Step 3: Apply the Template to Appropriate Devices

Templates are essentially sets of rules that do not require information about specific devices. As such, they can be created without discovery of devices and applied to involved devices only when necessary. ScienceLogic usually does this automatically as part of a workflow when a new device is provisioned, as instructed through its API by an orchestration system involved in setting up a new customer. Templates can also be applied manually or automatically at any time, whether to an individual device or globally to a group of devices (such as "all Microsoft Exchange servers") — versus some competitive offerings which require engineers to manually apply policies to devices, i.e., lack the automation necessary to enable MSPs to scale and respond as quickly as they need.

The approach of de-coupling template development from the devices has several advantages:

- *Simplified policy creation.* The same policy — for instance, an availability check on port 80 — can be applied to any device. Although the IP address of each device is unique, the ScienceLogic solution does not require a different policy for each address. Rather, it discovers the IP address of each device to which the policy is applied and automatically "fills in the blank" in the policy with its corresponding address.
- *Simplified customer change management.* Adding or changing services or devices managed for a customer is as simple as applying or removing a template. This can be done automatically through a self-service portal, or with just a few clicks by one of your administrators.
- *Future-proofing.* You cannot know what new devices or applications might exist in the future. With ScienceLogic, you can create templates today that will support future devices or, if necessary, be modified and globally applied to accommodate new technologies or needs.

Integrating ScienceLogic into Service Workflows

The ScienceLogic solution adapts to your existing infrastructure to support a variety of service delivery models. The optional REST-based API can receive or make calls to and from third-party provisioning, billing, Web

"Our customers love what they are able to see because ScienceLogic takes away the 'mystery of the cloud.'

They can easily see for themselves that they get exactly what they are paying for."

— Opus Interactive

portals, orchestration managers or other systems involved in service delivery and reporting. For instance, when a new customer is set up, a provisioning system can instruct the ScienceLogic system to discover a newly-provisioned server at a certain IP address, apply the Gold monitoring template to that server, and begin monitoring bandwidth usage of that server and report it to the billing system.

ScienceLogic also includes Run Book Automation capabilities to execute actions based on thresholds and triggers in the service delivery processes, using automated features and customization tools. Examples include sending customers alert email notifications about monitoring issues, or automatically generating and sending pre-defined reports as part of a service offering. Other types of events that can be automated include restarting monitored services, creating a ticket, managing escalation procedures, and much more.

Putting the Pieces Together: A Walk-Through of the Entire Process

The specific back-end workflow and end-user experience of service selection and delivery will vary based on the nature of the service being offered and how you choose to implement it. This section merely outlines one possible use case.

Imagine that you have defined three tiers of monitoring packages as described earlier, and you have already created management templates for each. You now want to allow a new customer to select the package that best meets their needs, as one step in the new customer self-service sign-up process on a Web portal that you built and host on your infrastructure. On that screen, you describe the three tiers of services and their associated price.

You might choose to use an orchestration solution to manage the new customer sign-up process. In that case, when a new customer selects Gold and completes the sign-up process, the orchestration system will provision a new server for that customer and notify the ScienceLogic system through the open API to apply the Gold template to that server. ScienceLogic will then take it from there, continuously monitoring the new server in accordance with the policies specified in the Gold template.
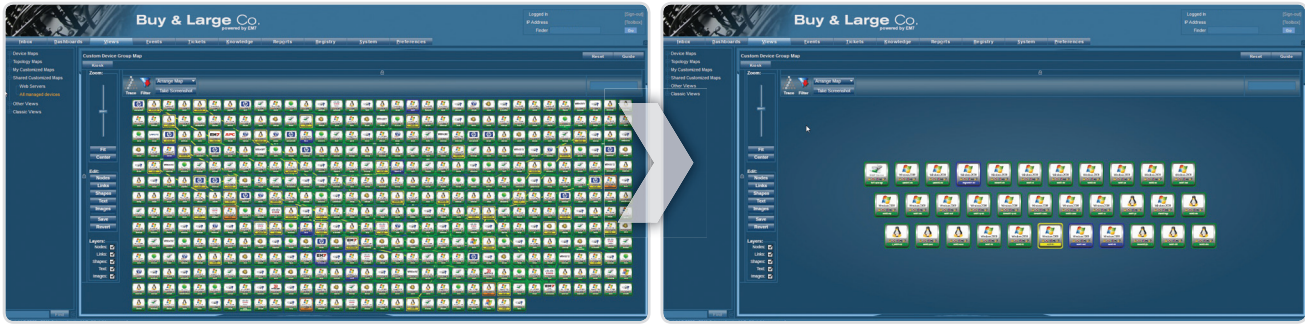
MSP VIEW

CUSTOMER VIEW

Branded Customer Portals present information how your teams and your customers need to see it.

Turning Resources Usage into an Asset

ScienceLogic makes it easy to generate standardized and customizable reports and automated billing calculations on bandwidth usage and availability per customer. You can leverage our platform's built-in capabilities to design services that maximize per-customer revenue. For example, the platform could proactively alert a Customer Service Representative (CSR) when a customer is approaching their monthly allotted bandwidth usage limit. The CSR could access and review a customer's detailed historical usage reports, which are automatically generated and stored in ScienceLogic. The CSR could then call the customer and suggest that they move up to the next highest billing tier to prevent overage fees. Alternatively, customers approaching their limit could be sent an automated email suggesting they upgrade their billing tier, on-demand.

This is a Bandwidth Billing example, but it could easily be about storage, power, or any resources usage that you want to monetize. The ScienceLogic platform collects usage data, presents totals, and can alert you when upsell opportunities pop up.

When certain monitoring events occur, ScienceLogic's Run Book Automation functionality will manage the appropriate alert, notification, escalation path, IT ticketing, and problem resolution workflow.

On a regular basis, ScienceLogic will also generate and send to the customer whatever reports have been specified as part of the Gold package. Several types of reports might be sent to different personnel, both with the customer and within your company, via various electronic methods. Here are just a few examples:

- Your customer's systems administrator might receive an email summarizing key monitoring statistics for the previous month
- A member of your customer's management team might receive a PDF attachment with a dashboard view of operations
- Your Customer Service department might receive an Excel spreadsheet outlining the customer's overage charges for discussion with the customer
- Your billing system might receive overage data for automated billing purposes via the open API

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"ScienceLogic is our secret sauce when it comes to winning new business. The number one question we get about our cloud offerings is, 'How are you different from everyone else?' The answer is that we have ScienceLogic, and they don't."

— Opus Interactive

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You can also provide each customer with their own branded self-service portal (with your brand or theirs), accessible through a role-based login into the ScienceLogic system. You can expose as little or as much data as you deem appropriate. Customers could see any combination of system and application availability, events recorded, utilization and billing data, security and audit trails (who logged in, from what IP address, when, and did what), reports, and much more, as well as create and manage trouble tickets. The transparency that ScienceLogic can provide to your customers, and the trust this instills, are differentiating factors for many MSPs — and it saves you both time and money.
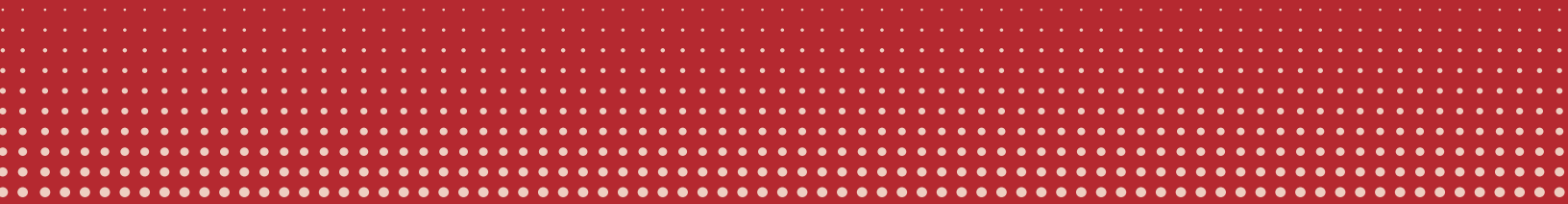
ScienceLogic: The Right Choice

A branded customer portal is just one capability of ScienceLogic that our MSP customers have built their businesses upon to solve customer problems faster and create new, differentiated services that help them win new business.

- Bandwidth Billing Engine
- Integrated Events, Notification Workflow & Ticketing
- Virtualization and Cloud Management
- Service Level Management
- REST API for Self-Service Integration
- High Resiliency
- Multi-Tenant Architecture

The time is now. To survive and thrive, MSPs need to generate profitable revenue and clearly set themselves apart from the competition to win and retain customers. The robust monitoring, IT operations management, and flexible service creation capabilities of ScienceLogic combine to make this easy. And it all comes in one solution, from one vendor, administered through a single administrative interface.

To learn more about how ScienceLogic can transform your business, contact your ScienceLogic Account Executive today.

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ScienceLogic

ScienceLogic facilitates centralized IT operations and dynamic cloud management by uniting and correlating critical IT functions such as performance, fault, availability, asset, service desk, automation, and event management, all in a single product. The cohesive ScienceLogic platform provides an accurate, actionable view of business service delivery across any mix of physical, virtual and cloud environments. Beyond just monitoring, ScienceLogic technology gives service providers and enterprises the management and customization capabilities needed to deliver optimal application performance, improve IT efficiency, and confidently move to new architectures and differentiated service offerings.

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