

Company Profile: Information Security Group (ISG) is a complete IT solution provider based in Western Australia. ISG's focus is primarily on network and desktop management, consultancy services, as well as hardware and software support. However, ISG also provides a significant part of the IT value chain required from IT procurement, installation, security, connectivity and remote access solutions. ISG's customers include companies from the real estate, engineering, and mining sectors. It also has strong presence in the local, legal, medical, manufacturing and construction industry areas.

Website: www.isg.com.au

Business Challenge: ISG was facing a significant challenge three years ago. It had set high revenue targets for itself that were proving to be unpredictable using its break-fix business model. The situation was made more difficult due to the non-billable time technical staff were spending physically travelling to and from customer sites – sometimes involving thousands of kilometres and days in time. ISG needed a solution to better use staff time in order to make support and service calls more profitable.

ISG's work with its clients was based on the traditional break-fix model, where they charged their clients for reactive support at a per hour rate. But the company wanted to extend a smarter business model – based on remote monitoring, automation and proactive management – to more of its clients for a fixed monthly fee per device under management.

Solution: ISG went through a rigorous selection process to select the MSP software to meet its comprehensive requirements. "With Kaseya we could immediately see opportunities in its ability to streamline processes, automate mundane tasks, reduce workloads and simplify customer management. I know we made the correct choice when we chose Kaseya as we see the benefits every day from a support point of view, but more importantly we have increased revenue, created predictable cash flow and have happier customers. I would recommend Kaseya for any IT services company looking to move to the MSP business model."

ISG chose Kaseya's IT Managed Service solution. This integrated, web-based system provides ISG with a suite of services: from PC remote control and support, patch management, network monitoring and alerts, software upgrades and helpdesk and network policy enforcement. The Kaseya solution provided all the service management and support required – and more – in one product set.



Kaseya's remote management solution is the key to move from a break-fix to a highly profitable Managed Services Provider (MSP) model – contributing to reach more than 100% revenue growth per year.

The traditional reactive 'break-fix' method of doing business was becoming more and more untenable for Western Australia-based service provider ISG.

The company's CIO, Matt Lansdown, says the company reached the stage where it realised it couldn't keep going down the break-fix path, and started to change its business model in conjunction with investigating Kaseya's solution.

Having customers spread across WA and servicing them from the ISG offices in the cities of Perth and Belmont, staff were sometimes travelling thousands of kilometres to customer sites – the company needed a much more efficient way to look after their clients' IT needs. It was becoming apparent that some of those needs could be delivered remotely over the web using Kaseya's integrated platform.

One of the benefits of using Kaseya that became immediately apparent was that it freed ISG's staff from travelling to customers' sites and enabled them to better service their customers IT requirements. With the Kaseya solution in place, an ISG employee now only spends 15 hours a week on tasks that would have required 40 hours in the past.

"Kaseya gives us the opportunity to manage more with less. I can use two technicians to manage 200 sites as opposed to having five technicians on the road. I get more value out of the people I employ. Some of our clients who are located 2,000 kilometers away had to wait 4 or 5 days before we could service them. Now with Kaseya, we can solve their issues immediately" says Lansdown.

Kaseya has revolutionized the way ISG operates. It has provided them with the opportunity to provide excellent service to their customers and to aggressively grow their market share.

Move to the Managed Services Provider (MSP) model

ISG supports about 200 customers mainly in the legal, real estate and engineering industries and a total of 1,400 workstations. Currently ISG services 40% of their customers under the Service Level Agreement (SLA) model and plans to transfer another 50% onto this successful model, initiated through Kaseya.

"The Kaseya integrated software platform delivers the ISG managed services solution with our own unique branding. Kaseya represents a big part of our business now and without it we would still be struggling with constant onsite customer issues like the other break-fix companies in Western Australia."

Lansdown says ISG has been able to convince a significant number of its clients to switch over to the SLA model simply by demonstrating that they would receive a higher quality of service, comprehensive reporting and less network downtime.

"A lot of our customers were apprehensive to switch to SLAs because they had difficulties correlating the invoice with the service they received. Convincing them that an ongoing service is safer and more cost-effective than a break-fix service was the biggest challenge for us to overcome. Kaseya's integrated reporting really helped us demonstrate the higher value service we were now able to deliver."

Lansdown says ISG rarely accepts break-fix customers anymore. All its new clients now go through an audit process and agree to implement ISG's managed services product as well as providing a commitment to having an infrastructure that meets ISG's minimum standards.

Extended business opportunities with the extra modules

ISG managed to increase its service levels and maximise the utilisation of its staff members thanks to Kaseya, which led the company to a high and constant growth. However Lansdown says so far the company has not even used the full capacity of the Kaseya software due to its extensive feature set.

"We're only using 30% of the Kaseya software functionality. The other 70% is actually the main driver of our next business strategy that will lead us to more than double current revenue in the next 12-18 months."

Indeed, ISG was mainly using Kaseya's Managed Services edition but recently purchased the Kaseya add-on modules Endpoint Security, Back-up & Disaster Recovery and User State Management that will be incorporated into their new comprehensive offering.

"Before Kaseya, we were using a combination of Microsoft, Symantec and Trend Micro products for our back up and security strategy. By using the integrated add-on modules from Kaseya, we can generate more revenue and we feel that we're in a stronger position to hold onto our clients. They now rely on us for their security, for their desktop management, desktop quality and their data back up. It's a more compelling reason for them to stay with ISG for the long term."

Switching to the MSP business model is the only way to grow your IT business

ISG recognizes that it would not have grown as much as it has in three years without moving to a managed services business model and Kaseya. Matt Lansdown can now clearly see the difference between IT businesses who made the choice to switch from a break-fix to a MSP model, and those who have not.

Key Benefits

- 50% increase in staff productivity.
- Manage more with less: dramatically increase in the total number of computers and clients under management with no need to increase staffing levels;
- Ability to grow the company's revenue by more than 100% per annum.

"Kaseya's solutions enable us to do business very differently than other IT companies and that's the way we've been able to grow. Our turnover was short of \$1 million four years ago compared to our multi-million turnover today. We recently acquired a break-fix company with and its client base. We expect to continue to grow at a rate of in excess of 50% per year, without a doubt. We have aggressive targets in place and thanks to the Kaseya solution we are confident we will reach them."

-- Matt Lansdown, Chief Information Officer for Information Security Group

"Our direct competitors are not MSP's at this stage. We think it's a detriment to them. We were able to grow much faster than our competitors thanks to Kaseya."

When Matt Lansdown first met with Kaseya three years ago for a software demonstration, he was thrilled by the Kaseya offer and received excellent service from the local Kaseya team who supported him through the solution implementation and ongoing support.

"The support we receive from the Kaseya team here in Australia is exceptional," Lansdown says.

ISG, like many other Kaseya MSP customers, enjoy the efficiency and exceptional automated reporting of Kaseya's integrated web based platform and managed service framework. The company managed to reduce the complexity of having multiple systems in place, increased their productivity and quadrupled their revenue after only three years. The MSP model seems to be the only way for IT companies to grow now and those who haven't switched to this model yet may encounter huge difficulties to survive in the market.

About Kaseya

Kaseya is a global provider of IT automation software for IT Solution Providers and Public and Private Sector IT organizations. Kaseya's IT Automation Framework allows IT Professionals to proactively monitor, manage and maintain distributed IT infrastructure remotely, easily and efficiently with one integrated Web based platform. Kaseya's technology is licensed on over three million machines worldwide.