

## Prototype:IT

### Diversified IT Services Firm Launches ASP/MSB Business with eG Enterprise Management Software



#### Overview

Headquartered in Irving, Texas, with a branch office in central Virginia, Prototype:IT is comprised of veteran IT professionals from a variety of industry backgrounds.

The firm is equipped to handle the full spectrum of technology needs, from infrastructure/deployment services to custom software development.

Core competencies include:

- Application development and integration
- Technology and product assessment
- Complete project management services
- Business process analysis & improvement
- Site surveys/due diligence
- Complete network cabling services
- Infrastructure deployment services
- Application hosting
- Enterprise architecture & design
- Staff augmentation services
- Network and security assessments
- Enterprise content management (Interwoven TeamSite)
- Disaster recovery planning

#### Philosophy

Prototype:IT is a dedicated team, hand selected for their commitment to providing quality services and customer satisfaction. The company prides itself in partnering with clients to automate and enhance customers' critical business functions.

Prototype:IT provides service professionals who have focus, experience and perspective to meet the challenges of an ever-changing IT infrastructure.

*eG Innovations, Inc. is a global provider of real-time monitoring and proactive IT triage solutions targeted at making IT service management easy, effective, and efficient. The eG Enterprise Suite provides advanced monitoring solutions for clients in 12 countries around the world. Here is how one of them is solving its challenging IT problems with solutions from eG Innovations.*

#### The Challenge: Entering Service Provider Business from Allied Fields

Prototype:IT is an IT consulting firm that has built a successful business by specializing in strategic planning and deployment as well as software development and integration. The company offers an array of services that ranges from site surveys, enterprise architecture and design and staff augmentation to business process analysis and application development.

With substantial knowledge and expertise in infrastructure design and implementation, the company has further leveraged its broad expertise in IT services with its recent entry into the managed services/application services provider (MSP/ASP) industry.

In this new arena, Prototype:IT is hosting services and applications on behalf of client companies, initially targeting small/medium companies in the hospitality and energy industries. A network of Citrix servers in the company's data center in Irving, Texas, hosts client applications.

Building on its impressive track record in providing IT services, Prototype:IT is determined to stay in the forefront as it now moves to provide monitoring and root cause analysis capabilities for reporting to its customers. That's why Prototype:IT turned to an expert in this field -- eG Innovations -- for the vital enterprise management software it needed to make sure that client networks, as well as its own data center, ran smoothly at all times.

Prototype:IT hosts and manages a range of general and custom applications and services, which include email, accounting, payroll, sales & catering and time and attendance programs. Multiple T1 lines handle data traffic between the data center and desktop devices at client locations across the United States.

The majority of the applications are served up using Citrix and/or Apache web servers. With eG Innovations products installed, the company's staff and customers now have a front end for real-time monitoring and reporting.

"All of the principals of Prototype:IT come from big-company backgrounds, and we wanted a management software solution that worked at that level but also

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was priced for a small firm like ours," says Doug Oppenheimer, CEO of the company. "With the eG Enterprise Suite, we have an affordable way to monitor systems at the enterprise level."

Prototype:IT knows that client applications and services will only run as smoothly as its own internal IT resources do. The company uses the eG Enterprise Suite to monitor its Citrix, Exchange, Web, SQL, File servers and network devices internally and for the clients it supports 24 hours a day.

Citrix environments are growing in popularity as cost-effective, efficient modes of accessing a variety of heterogeneous applications on-demand. The eG Enterprise Suite offers 100% web-based monitoring of Citrix MetaFrame server farms. The eG Enterprise Suite includes extensive, pre-defined, customized models of the different applications in the Citrix farm, including Citrix Presentation Server, MetaFrame XP and 1.8 servers, the farm servers, Windows domain controllers, infrastructure servers like DNS, LDAP, Active Directory, and other network devices. These models define key metrics that are needed to track the different applications, analysis methodologies for these metrics, and correlation models that are used to customize eG Enterprise's patented single-click root cause technology for Citrix environments. The eG Suite works the same way to monitor the behavior and performance of more than 80 other standard industry applications.

"The eG Enterprise and its powerful root cause analysis capabilities really shine and extend beyond the Citrix realm," Oppenheimer says. "Since we don't control everything between our data center and client locations, events occasionally occur where service availability or application performance issues arise. The eG Enterprise helps us pinpoint the nature and origin of the problem right away so we can resume normal operations as quickly as possible."

"The ease of deployment and operation of the eG Enterprise Suite reduced staffing requirements and was a big advantage from the beginning," he says. "More over, the high level of automation that comes with the software means that we don't have to constantly monitor our network and systems. eG Enterprise lets us work smarter and not just harder by telling us if any aspect of our data center or client IT environment needs attention. That frees us up to concentrate on more important customer-focused tasks."

Looking ahead, Prototype:IT plans to resell the eG Enterprise Suite as a hosted solution for companies that don't want to invest heavily in hardware for monitoring or allocate a large amount of resources to implement. Providing a hosted solution allows customers to obtain the eG Enterprise functionality on monthly subscription basis and provides an effective delivery method.

### **eG Enterprise: A Proven IT Management Solution for Service Provider Industry**

For many ASPs and MSPs, eG Innovations' enterprise service management software solution is the IT backbone that helps them meet their customers' business needs. eG Enterprise helps improve customer service quality by proactively managing the service provider's infrastructure, and detecting problems before they affect normal customer-facing operations.

Many leading enterprise organizations also have incorporated the eG Enterprise Suite solution into their IT management plans because of its ability to maintain reliable infrastructures and deliver optimum performance of business services at lower costs. eG Enterprise also helps companies reduce capital expenditures through informed capacity planning, identifying under-utilized infrastructure components and suggesting strategies for reallocating existing resources to maximize value.



### **About eG Innovations**

*eG Innovations, Inc. ([www.eginnovations.com](http://www.eginnovations.com)) is the leading provider of IT Infrastructure performance monitoring and management solutions. Our unique dataflow and applications dependency technology is key to ensuring high availability and performance of mission-critical systems, where proactive monitoring, rapid diagnosis, and instant recovery are critical. Customers worldwide use eG solutions to improve the quality of their services, and as a result enhance their competitive positioning, lower their operational costs, and optimize the usage of their infrastructures.*