

Fueling MSP Business Growth with Application-Centric Monitoring



Key Benefits

- ✓ **Win more new business** by offering converged application and infrastructure performance monitoring
- ✓ **Assure increased customer satisfaction** by preemptively detecting and resolving performance issues before users are affected
- ✓ **Become a trusted advisor to your customers** by delivering business-aware IT performance insights
- ✓ **Ensure maximum ROI for your customers** by providing infrastructure right-sizing and optimization recommendations
- ✓ **Earn more recurring revenue** by building a successful monitoring-as-a-service business model

“Now that we have deployed eG Enterprise, we can see and understand our whole IT infrastructure end-to-end, eliminate issues quickly, and ensure optimum performance. This is putting us one step ahead of our customers and we are now in full control of the user experience.”

Roberto Trombino
Technical Team Lead, Partner Solutions

The Opportunity for MSP New Business Growth

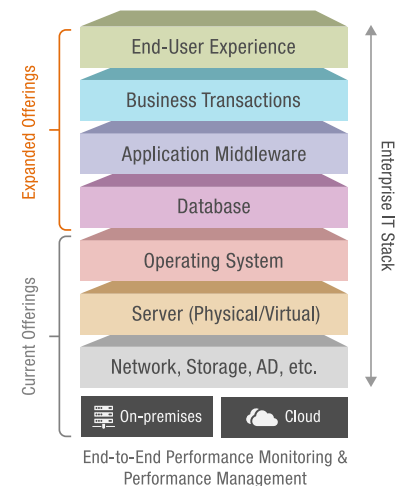
Managed Service Providers (MSPs) are key partners to enterprises, enabling them to run their business effectively. Typical MSP services such as backup/recovery, remote monitoring, NOC support, security patching and administration are essential, but are not core to the enterprise's business focus. While these services provide a recurring revenue stream, growth is limited by the fact that they are not direct revenue centers for enterprise customers.

Also, MSPs face competition from other MSPs and enterprises' in-house teams. The fast-changing technology landscape spanning hybrid architectures, virtual computing, microservices and service automation frameworks poses additional challenges. As businesses become more application-driven, it is essential for MSPs to expand their services beyond the regular break-fix support to manage modern technologies and business-critical applications.

Future-Proofing MSP Success with App-Centric Monitoring

Applications are a key revenue driver for enterprises. Web technologies, SaaS, ERP, virtual desktop and BYOD initiatives are all being undertaken to make IT agile and focused on delivering business value. The performance of these technologies is critical for the success of the business. The average cost of application failure, according to an IDC study, is estimated to be between \$500,000 to \$1 million.

Moving up the IT stack and delivering application-centric monitoring is the business multiplier that MSPs seek. MSPs must not limit their focus to the traditional mix of servers, network and storage tiers. Instead, they must take a top-down, business centric view of the IT infrastructure and focus on factors that are critical for business success, such as user experience, application performance, and end-to-end service-level visibility. By demonstrating expertise in application performance assurance, MSPs can become a valuable partner to enterprises, and grow along with their customer's business. Using automated monitoring tools with built-in domain expertise, machine learning capabilities and predictive analytics allows MSPs to scale without having to hire experts for each technology an domain.



eG Enterprise: A Business Multiplier for MSPs

eG Enterprise is an end-to-end application and IT infrastructure monitoring platform that MSPs can use to deliver user experience visibility and direct insight into application performance. Auto-correlated views of infrastructure health allow MSPs to proactively diagnose problems and their root causes, and ensure rapid troubleshooting, high service uptime and business continuity.

How eG Enterprise Helps MSPs Expand Their Business

Shift from Cost Center to Revenue Center

eG Enterprise allows MSPs to become a revenue center for customers. By tracking the performance of critical applications and business transactions, MSPs can position themselves as being integral for their customers' business success.

- Use eG Enterprise to offer insights into digital user experience, analyze business transactions, and pinpoint the root cause of application slowdowns
- Provide an end-to-end, business-centric focus that augments existing domain-specific analysis by in-house IT teams



Evolve from Service Provider to Value Provider

eG Enterprise provides MSPs with the tools to demonstrate value to their customers and become a trusted advisor. As organizations focus on reducing their infrastructure footprint, MSPs can leverage eG Enterprise's out-of-the-box reporting and analytics capabilities to conduct infrastructure health and capacity assessment audits, and provide recommendations for right-sizing and optimization.

- Built-in capacity planning reports help forecast future hardware needs and propose plans for capacity expansion
- Actionable insights help analyze usage and performance trends, highlight risks, and provide value-added service



Key Capabilities of eG Enterprise

- **One monitor for all of IT:** eG Enterprise supports over 180 applications (VDI, ERP, CRM, Web, SaaS, etc.), 10+ virtualization platforms, 20+ storage devices, and more. Easily add monitors to support custom applications and devices.
- **Intelligent alerting:** Auto-baseline the IT infrastructure and proactively get alerted to performance deviations, configuration changes, and abnormal usage and activity trends.
- **Infrastructure-wide topology and root cause diagnosis:** Automatically discover and chart application-to-infrastructure dependencies on intuitive topology maps. Auto-correlate performance across the infrastructure and isolate the root cause.
- **Historical reports and analytics:** Get access to a wealth of out-of-the-box reports for analytics, performance optimization, capacity planning, infrastructure right-sizing.

Platforms Supported Out of the Box	MSP-Friendly Architecture	
	<ul style="list-style-type: none">✓ Multi-tenant✓ Secure✓ 100% web-based✓ Cross-platform support✓ Agent/agentless monitoring✓ Scalable for large environments	<ul style="list-style-type: none">✓ Fully automated (discovery, monitoring, alerts, reports)✓ Historical data analytics✓ Customizable dashboards✓ On-premises and SaaS deployment models✓ White label with custom branding✓ Pay-as-you-go licensing (server/user-based)

About eG Innovations, The Partner of Choice for MSPs Across the Globe

eG Innovations is dedicated to helping businesses across the globe transform IT service delivery into a competitive advantage and a center for productivity, growth and profit. Many of the world's largest businesses and MSPs use eG Enterprise to enhance IT service performance, increase operational efficiency, ensure IT effectiveness and deliver on the ROI promise of transformational IT investments across physical, virtual and cloud environments.