



Contact:

Mike Crisp
Carabiner Communications
(864) 525-9307
mcrisp@carabinerpr.com

Opening the Door to New MSP Opportunities: New Total Infrastructure Management service...From ServiceKey

New Remote Managed Services Offering Will Unlock More Options and Revenue Streams for MSPs

NORCROSS, Ga. – March 31, 2009 – Managed Service Providers (MSPs) can now offer ServiceKey new Total Infrastructure Management services to clients.

ServiceKey selected Nimsoft, the fastest growing systems management company, to power their new managed service offering. MSPs can now offer new revenue-enhancing advanced monitoring services to their clients—delivered as a service hosted by ServiceKey. That's in addition to ServiceKey's proven hardware maintenance services.

As IT departments nationwide increasingly seek to cut costs—while at the same time improve efficiency—MSPs are experiencing remarkable growth. But now, MSPs have even more options to fuel their upward trajectories.

These options include:

- More solutions—outside of traditional Microsoft products—to offer customers.
- The ability to present ServiceKey remote managed service under MSPs' own brands.
- Complete visibility into clients...without having to invest in expensive infrastructure.

For years, ServiceKey has found innovative ways to differentiate resellers. Now, MSPs can also benefit from having ServiceKey as a partner.

“We know MSPs already have great relationships with their customers,” says Angela Vines, co-founder and vice president of ServiceKey. “Thanks to our investment in Nimsoft, MSPs can have another service for those customers. And that, ultimately, will lead to more revenue opportunities.”

According to a recent survey by the Computer Technology Industry Association, MSPs believe their revenues will increase an average of 25 percent in 2009. Not by coincidence, nearly 45 percent of surveyed IT professionals in a recent *NetworkWorld* study said their organizations expected to make additional MSP investments in the future.

ServiceKey's solutions will help MSPs stand out when these organizations begin the hunt for remotely-hosted Software-as-a-Service (SaaS) providers. As companies look beyond traditional Microsoft server and desktop support, they will be attracted to options such as ServiceKey's *Total Infrastructure Management* service powered by Nimsoft, which monitors a full range of IT equipment.

Nimsoft supports nearly any type of IT technology—from servers and networks to applications and databases. The company's Web-based historical reporting provides thousands of data metrics while *Nimsoft Dashboards* provides easy-to-analyze views into the real-time status of IT services.

Nimsoft was recently recognized by *Inc.* magazine's "Inc. 5000" award for super-fast revenue growth (534 percent over three years). In 2008, Nimsoft was named by *Network Computing* as the "Best of the Best" among nine application performance management companies.

"So many corporations rely on our network monitoring technologies for centralized IT management," says Gary Read, Nimsoft president and CEO. "Whether you're looking to monitor applications or networks, we have designed software that helps organizations not only monitor IT systems but prevent problems with those systems. We're pleased that ServiceKey has selected Nimsoft to power their new Total Infrastructure Management service.

About ServiceKey

ServiceKey is a master managed service provider (MSP) and master independent service maintenance organization (ISMO) that provides expert technology support. As a master ISMO, ServiceKey offers IT maintenance and support services to resellers, independent software vendors, original equipment manufacturers and leasing companies throughout North America. As a master MSP, ServiceKey provides data protection and recovery services—as well as infrastructure monitoring solutions—to value-added resellers (VARs) and other MSPs. With ServiceKey, clients offer these support services under their own brand.

With more than 25 years experience in channel management and strategies, ServiceKey designs its services and software-as-a-service offerings to provide optimal support to organizations with mission-critical and business-critical IT infrastructures, while increasing channel partner revenue and profitability. More information is located at www.servicekeytss.com.

About Nimsoft

Nimsoft is the fastest growing provider of next generation performance and availability monitoring solutions for the complete physical and virtualized IT infrastructure. The Nimsoft solutions redefine the standards for ease of use and speed of deployment - providing outstanding return on investment and unparalleled customer satisfaction. Over 780 customers in 36 countries rely on Nimsoft solutions to monitor their IT based business applications and services. These customers include mid-market and global organizations, such as Barclays Capital and Amway Corporation, Bay Area Rapid Transit, Ladbroke's, MTU Aero Engines, TriNet, TRW Automotive, and hundreds of leading managed service providers such as CDW Berbee, Easynet and Rackspace Managed Hosting. For more information, visit www.nimsoft.com.