

# IT Authorities

## Nimsoft Helps IT Authorities Add Value and Sophistication to Offering

### Challenge

To demonstrate more value to existing and potential customers, IT Authorities needed to enhance the sophistication of its monitoring capabilities. Clients were demanding greater insight into critical systems and applications.

### Solution

IT Authorities selected Nimsoft Monitor as its core monitoring platform. Nimsoft Monitor provides 24/7, unified monitoring for critical applications and systems across client infrastructures, and it offers customizable, portal based views of services that deliver greater insight into the health and performance of client infrastructures.

### Results

- Added significant value with unified reporter service reports on the health and performance of critical systems and applications.
- Helped IT Authorities meet the needs of its clients' internal IT departments, which often lack the time and resources for lengthy deployments.
- Enabled greater insight into client infrastructures via detailed dashboards and customized client facing portals.

### Advanced, Unified Monitoring Capabilities Distinguish Growing MSP with a Strong Value Proposition

#### Background

IT Authorities is an international cloud and managed service provider (MSP) specializing in designing, implementing, and managing technology solutions for businesses throughout the world. It offers comprehensive, end-to-end management of clients' IT infrastructures—from an end user's laptop all the way to complex servers in the data center. The company provides unlimited on site and remote support for a fixed monthly fee.

"We're unique in that we're a true end-to-end service provider, not just a cloud provider that rents out space," said Tom Beckman, COO and CTO at IT Authorities. "We not only host servers and applications for companies, we also manage their on-site infrastructure, including servers, networking equipment, database environments, and other business critical systems."

IT Authorities has been named one of the top 100 MSPs in the world by MSPMentor in 2008, 2009, and 2010, and was ranked in the Top 1000 among the Fastest Growing Private Company in America by Inc. Magazine. With its increased success, IT Authorities had challenges meeting its own changing business demands, while continuing to deliver quality services and added value to a diverse and growing clientele.

#### Challenge

The team at IT Authorities noticed that most of its clients are faced with an IT gap—these companies grew quickly and IT often wasn't able to keep pace. "Upper management may not have realized the importance of growing IT, and suddenly these IT departments are struggling to keep the lights on," said Beckman. "They don't have money to invest, lack adequate tools to gain insight into their networks and applications, or simply don't have time to deploy and use the right tools."

To bring value to this type of client, IT Authorities leverages their experience to quickly deliver the toolsets clients need, and to enable and empower those clients quickly and effectively. IT Authorities has found that one of the main capabilities most IT departments need is monitoring.

"Our clients need insight into their systems," Beckman said. "A lack of insight makes troubleshooting network issues tedious and slow. Our goal is to open up critical systems and networks and provide greater insight through effecting monitoring capabilities, so our clients are empowered to better manage IT."

## Results Cont.

Enabled IT Authorities to secure larger accounts by providing a higher level of sophistication in monitoring capabilities.

Additionally, IT Authorities was beginning to work with larger accounts, which required solutions with highly scalable capabilities. “We needed to deliver services that our larger clients needed while maintaining economies of scale to manage those environments cost effectively.”

IT Authorities chose to combine the monitoring solution from Nimsoft with its existing systems management offering. With this powerful combination of monitoring and management, IT Authorities has been able to set its services apart from other MSPs.

## Solution

After evaluating a number of monitoring solutions, including legacy proprietary solutions, IT Authorities deployed Nimsoft Monitor as its core solution for 24/7 monitoring and alerting on client infrastructures. With Nimsoft Monitor, clients can view historical and trending information and check the health and performance of a wide variety of platforms and applications—all through customized, browser-based portals. Nimsoft Monitor portals provide granular information about the health of critical systems at the customer site, as well as devices and applications managed by IT Authorities in the cloud. Administrators can drill down into data to investigate and troubleshoot potential issues and provide proactive mitigation, minimizing downtime of critical applications.



According to Beckman, the capabilities of Nimsoft Monitor far exceeded those of any other solution the company evaluated. “Nimsoft Monitor is extremely fast and much easier to deploy than some of the bulkier solutions,” he said. “Nimsoft Monitor has a unique, lightweight architecture but offers the same or even more functionality—it just takes a small server to run—so there’s less impact on the infrastructure. We can have basic monitoring up and running in two days on average, and then quickly customize it to meet client needs.”

Nimsoft Monitor also delivers on the economies of scale IT Authorities needs, enabling it to easily accommodate both smaller businesses and enterprise clients. “Nimsoft Monitor delivers the level of sophistication necessary to meet the needs of our larger accounts,” said Beckman. “We were pitching the solution to a client that has 25 sites and 2,000 users, and they were extremely impressed with its capabilities. The client was familiar with some competing monitoring tools, but Nimsoft Monitor completely impressed them.”

Beckman noted that the alerting and reporting features of Nimsoft Monitor, as well as its service level agreement (SLA) monitoring engine, are critical to its clientele. “Nimsoft Monitor enables us to give our clients an executive summary that wraps up management, ticketing, support, and monitoring in a single report, with a front page that emphasizes the SLAs that we’ve defined for them,” he said. “They can quickly check metrics on server availability, WAN connectivity, and performance of critical applications like Exchange and Active Directory, and make necessary adjustments.”





## Nimsoft Case Study

Additionally, Nimsoft transaction monitoring capabilities—which enable clients to understand how end users experience services and applications—are a strong selling point for IT Authorities, according to Beckman. “Our clients love the idea,” he said. “We expect this capability will be used by more and more of our clients, and to a greater extent, as they expand their use of Nimsoft Monitor in their environments over the next year or so.”

IT Authorities has found Nimsoft Monitor to be extremely flexible. “When we first deployed the tool, we were apprehensive that if we hit a roadblock due to the application not doing something we wanted it to do, that it would take months to implement a change or customize the product,” said Beckman. “With Nimsoft Monitor, there isn’t just a single way to do something, and customization is easy. It becomes more a question of how we prefer to accomplish a task—like measuring server performance—instead of whether or not it’s possible.”

## Results

IT Authorities has seen dramatic improvements in the uptime of client infrastructures since adding Nimsoft Monitor. It has alerted the staff at IT Authorities to problems they weren’t aware of before. As a result, clients’ perception of the services IT Authorities offers has improved and the company is better able to justify costs.

“As the clients we serve grow and their IT needs become more complex, we can show them the effects of the technology

plan we’ve developed for them,” Beckman said. “We can demonstrate from a monitoring perspective what end users are seeing on a daily basis. Nimsoft is the only company I’ve found that is providing this capability so effectively, and it really sets us apart from the competition.”

Beckman says the client portals are also a distinguishing feature. “Having that extra insight gives clients peace of mind that we’re doing what we’ve promised, while allowing them to tackle some of the less complex problems internally,” he said. “That saves them money, and enables us to focus on addressing more challenging problems—so we really showcase our worth.”

In addition to adding value for its existing client base, Nimsoft Monitor has been an important tool for winning larger accounts. “When we pitch our services to larger companies, we have to show how outsourcing functionality to us beats what internal IT departments can do alone,” he said. “By adding the capabilities of Nimsoft Monitor to our existing management services, we’ve reached the point of sophistication even larger IT organizations can’t match,” said Beckman. “Now, we can enter new accounts with confidence and proven results.”

## About Nimsoft

Nimsoft is a global leader in IT Management-as-a-Service. The company’s lightweight ITMaaS solutions make it easy for enterprises and service providers to implement comprehensive, adaptable monitoring and service desk capabilities essential for managing today’s dynamic computing environments. Learn more at [www.nimsoft.com](http://www.nimsoft.com).

### North America Headquarters

U.S. toll free:  
1 877 SLA MGMT (752  
6468) 1 408 796 3400

Email: [info@nimsoft.com](mailto:info@nimsoft.com)  
Web: [www.nimsoft.com](http://www.nimsoft.com)

### United Kingdom

+44 (0) 845 456 7091

### Norway & Northern Europe

+47 22 62 71 60

### Germany

+49 (0)89 – 99 61 90 60

### Australia

+61 (0)2 9236 7216

### Brazil

+5511 5503 6243

### Mexico City

+52 (55) 5387 5406

### Singapore

+65 64328600

### New Delhi

+91 (11) 6656 6667

### Mumbai

+91 (22) 66413800