

Monitoring Solutions that Take MSPs' Business to the Next Level

In a market poised for explosive growth, today's MSPs have a lot of opportunities—and a lot of competition. Those that gain an edge today are poised for leadership in a market that's expected to be much larger in the years ahead.

In this environment, monitoring capabilities can play a vital role in the type—and quality—of services provided. That's why over 400 of the most successful managed service providers around the world have turned to Nimsoft. Only Nimsoft offers IT monitoring solutions that enable you to...

- **Fuel business growth** through advanced monitoring of servers, networks, databases, applications, public and private cloud investments, SaaS and hosted applications, and virtually anything else that is accessible through your client's network.
- **Harness unmatched scalability**—with fast, reliable, and efficient monitoring of hundreds of clients and tens of thousands of devices.
- **Differentiate your service portfolio** through sophisticated SLA monitoring, customizable reports, business dashboards, and Web-based customer portals that accentuate value.
- **Speed service delivery** through a streamlined, robust architecture that supports multiple clients with unparalleled performance, flexibility, and security.
- **Deliver premium, value-added services**, such as monitoring of cloud, virtualized and VoIP environments, that help boost margins.

"We measure our success in two ways: service level agreement compliance and customer satisfaction scores. It's no coincidence that, since implementing Nimsoft, those scores are the highest they've ever been."
— Tan Le, Service Delivery Manager, Thomas Duryea Consulting



MSPAlliance™
Managed Services Accreditation Program
Accredited Vendor

Fuel Business Growth

Many MSPs get their start offering a specific service. Over time, they add new service offerings, and new tools to support those services. After several years, it's common for an MSP to be using several monitoring solutions, for example one for Cisco network devices, one for Windows servers, etc.

With Nimsoft Monitor, MSPs can adopt one tool for all their monitoring needs. As a result, they can offer more consistent, cohesive reporting across service lines, streamline administration, and significantly reduce the time spent on training. Nimsoft Monitor provides monitoring support for ...

- **Networks**, including routers, switches, firewalls, and VoIP.
- **Servers**, such as Windows, Linux, UNIX, Netware, AS400, Cisco UCS, and VMware.
- **Databases** such as Oracle, Sybase, Microsoft SQL Server, IBM Informix, and IBM DB2.
- **Applications** like Microsoft Exchange, Microsoft IIS, Active Directory, Citrix, WebSphere, JBoss, home-grown applications, and much more.
- **Virtualization** platforms, such as VMware, Microsoft Hyper-V, Solaris Zones, IBM PowerVM, and Citrix XenServer.
- **Public and private clouds**, such as Amazon Web Services, Rackspace, Google Apps,

Salesforce.com, Vblock, and FlexPod.

In addition, Nimsoft Monitor can easily be used to monitor virtually any devices that comprise the client's broader infrastructure, including computer room temperature sensors, backup power systems, access points, and surveillance cameras—virtually anything with an IP address. Ultimately, if a device's performance and reliability matter to your clients, you can monitor it with Nimsoft.

"Nimsoft's payoff has been realized through improved customer commitment and sales of value-added services that we weren't able to provide before. Ultimately, Nimsoft gives us a very unique way to position our business in the marketplace."
—Chris Poe, CTO, Atrion

MSPs can leverage this broad solution set to expand their business—both by offering more services to their existing client base, and by adding new customers through accommodating the needs of a much broader array of client infrastructures. Plus, by building business on top of a single vendor solution, MSPs can eliminate the need for myriad point solutions and so build a more efficient, consistent, and profitable service delivery operation.

Harness Unmatched Scalability

With success comes growth—in the number of clients, in the size of the companies served, in the number of devices that must be monitored, in the volume of events processed, and in the number of geographic locations tracked. This kind of growth leads to a core requirement: an enterprise-class monitoring solution that can grow as fast as your business.

With Nimsoft Monitor, MSPs get the monitoring scalability they need to...

- **Serve more clients** with existing staff—through a solution that is efficient to set up and maintain, that features customizable reporting, and much more.
- **Serve larger clients**—by leveraging Nimsoft's 25-year heritage of development, and its leading monitoring solutions, which have been proven in some of the largest enterprise data center, MSP, hosting provider, and cloud provider deployments.
- **Monitor more devices and simultaneous events**, with an efficient, high-performance event processing engine that can scale from monitoring 5 to 100,000 servers.
- **Accommodate more concurrent connections** with a secure, reliable, and efficient client access model.

With Nimsoft Monitor, MSPs, hosting providers, and cloud providers can efficiently address large, multi-platform infrastructures, hundreds or even thousands of servers and network devices, multiple concurrent connections, and more—and do so reliably and efficiently.

Differentiate Services

For MSPs who focus on the SMB market, low-end, Windows-focused monitoring solutions have sufficed for some time. But as the competitive landscape gets increasingly crowded, those MSPs that offer only basic, platform-specific monitoring services are having an increasingly difficult time gaining distinction from competitors, who typically offer the same services. That's why, today, having only limited monitoring tools is becoming an increasing liability for those providers looking to gain distinction and increase market share.

“The most powerful advantage of Nimsoft is that we can provide clients with a portal that clients can log into at any time and see what’s happening with their infrastructure. That delivers tremendous value.”

—Dave Durkee, CEO, ENKI

With Nimsoft Monitor, MSPs can deliver the sophisticated monitoring and reporting services that yield significant distinction in the market. Only Nimsoft Monitor...

- Provides sophisticated, intuitive reports and dashboards that can be fully customized to your client’s preferences and priorities.
- Enables you to quickly customize dashboard views so staff can more proactively control operations and so clients can effectively observe your active control over their business applications and IT infrastructure.
- Helps you offer a broader, more impressive array of services, increasing the likelihood that your offerings will meet more of a prospective client’s requirements than your competitors—so you win more business.
- Offers rich SLA reporting capabilities that feature trending analysis, SLA breach forecasts, and intuitive pinpointing of SLA-endangering issues—enabling your firm to more consistently comply with SLAs and minimize the financial risk of SLA breaches.

With these capabilities, MSPs can more effectively demonstrate the levels of service being provided, and gain the insights they need to become more educated, strategic advisors to clients.

Speed Service Delivery

In recent years, some MSPs sought to displace their limited, platform-specific monitoring solutions with products from legacy solution providers such as HP, IBM, and BMC. In some cases these products ultimately delivered the capabilities required, but for many MSPs, the time to value equation just simply hasn’t added up. Often, it can take weeks to get a new client’s services up and running. If new services or changes are required, staff may need to devote weeks to customization efforts. Legacy solutions promise robust monitoring capabilities, but all too often the promise isn’t realized. In fact, today, many MSPs that are locked into legacy solutions are starting to see their market share dwindle because their services simply can’t keep pace with the needs of customers.

Nimsoft offers a real, practical way to put sophisticated monitoring capabilities to work for your organization—faster, easier, and cheaper than any legacy product. With Nimsoft Monitor, MSPs can significantly accelerate the addition of new clients, with set up often happening within hours.

Nimsoft Monitor speeds implementation, while offering a robust, nimble architecture that offers...

- **High availability features** that ensure client data is protected at all times, providing spooling capabilities that ensure network outages don’t compromise data availability, support for failover in multi-tier environments, and more.
- **Segmentation capabilities** that enable secure, efficient partitioning of data for multiple clients within a single unified database and infrastructure.

- **Open APIs and out-of-the-box integration** with a range of third-party products, making it easy for MSPs to adapt Nimsoft Monitor to any management tools, monitoring processes, and operational preferences
- **A flexible, distributed deployment architecture** that accommodates an array of deployment scenarios—including within MSP hosting and cloud facilities and across geographically distributed client sites—through both agent-based and agentless monitoring.
- **Reliable, secure, and efficient communications** across distributed sites—using SSL tunneling to securely connect remote client infrastructures to MSP operations and offering an efficient publish-and-subscribe messaging bus.

Deliver Value-added Services

In just a few years, emerging approaches like cloud, virtualization, and VoIP have gained pervasive market acceptance. For MSPs looking to deepen penetration within existing accounts, and expand market share through a broader service portfolio, having only rudimentary monitoring capabilities can present a real hindrance.

“With Nimsoft, Midwave clients can monitor service levels, which include many different domains, including servers, network, storage, and database levels, in a consolidated view, so the business can see how the application is truly performing.”

—Phil O’Konski,
Vice President,
Midwave Corporation



Data Sheet

With Nimsoft Monitor, MSPs can deliver more sophisticated, value-added services that offer more business value—and better margins. Nimsoft Monitor enables MSPs to deliver the core infrastructure monitoring services that they've traditionally offered, as well as these premium services:

- **End-to-end application response monitoring.** End user response is ultimately the most vital measure of an IT infrastructure's health: if an end user's receiving slow or no response, business productivity takes a direct hit. With Nimsoft Monitor, MSPs can offer end user response monitoring that can present significant and immediate bottom-line benefits—and so enjoy a more profitable service offering that improves customer loyalty.
- **Virtualized infrastructure monitoring.** With Nimsoft Monitor, MSPs can monitor the entire virtualized eco-

system—including the virtualization components, the resident business applications, and end user response times—to effectively understand and manage service levels.

- **VoIP monitoring.** MSPs can use Nimsoft Monitor to track and manage every service and system within their entire Cisco VoIP (Voice over IP) ecosystem, including VoIP networks, call activity, and messaging.
- **Home grown application monitoring.** Nimsoft solutions can be easily tailored to your client's custom developed applications, which can help deepen account penetration and strengthen customer loyalty.
- **Custom monitoring services.** With the Nimsoft's Software Developer Kit, MSPs can create solutions that are tailored to their specific target markets and customer requirements, and so bring entirely unique offerings to market.

- **Private and public cloud monitoring.** Nimsoft enables service providers to fully leverage the opportunities presented by public cloud computing approaches. Only Nimsoft Monitor offers the ease of use, zero-touch setup, robust infrastructure coverage, and sophisticated end user response monitoring capabilities that private and public cloud computing environments, including IaaS, PaaS, and SaaS, require.

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.

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