



# Momentum

## Momentum Expands Service Offering with Nimsoft Monitor

### Challenge

Momentum Advanced Solutions ("Momentum") wanted to grow their business by offering an end-to-end monitoring and tiered monitoring service that could be customized for multiple clients.

### Solution

Nimsoft Monitor provides unified monitoring from the server to the application, along with greater flexibility, improved customization and the ability to manage hundreds of clients remotely with a single solution.

### Results

- Created incremental revenue streams for Momentum based on a tiered monitoring service offering.
- Helped Momentum customers cut costs and free up internal resources while protecting their infrastructure. Simplified troubleshooting with dashboard visibility into the network, servers, and applications.

### Service Provider Gains Traction Among Existing and New Clients with Tiered Monitoring Services

#### Background

Momentum offers tailored Internet outsourcing solutions to clients in the US and Canada, including best-in-class managed hosting services. With a state-of-the-art five-million-dollar facility, Momentum ensures the integrity of its hosted service offering through its Network Operations Center (NOC) using the most advanced technologies, such as electronic authentication and access control, and cutting-edge video surveillance. The NOC is staffed 24 x 7 x 365 and continually monitored.

Momentum's clients—primarily medium enterprise companies in a variety of industries—rely on its service offerings to minimize downtime, which can result in lost revenue and productivity, and inadequate customer service. Essentially, clients rely on Momentum to keep their businesses up and running.

Momentum's network monitoring service provides four levels of support and is customized to deliver end-to-end management of a company's unique network infrastructure. "We're one of a small number of companies that can design, build and operate solutions," said Terry Whiffing, Vice President of Managed Service Operations at Momentum. "We can deliver the entire solution, from design to rollout, and we add on-going value through comprehensive, around-the-clock support."

#### Challenge

Although Momentum had monitoring solutions in place, they often didn't meet customers' needs. "We were looking for broader capabilities," said Whiffing, who noted that the existing solution only provided information at the OS and SNMP levels, not at the application level. Most of Momentum's customers have up to 50 servers running Linux or Windows, a database server or cluster, and processing-intensive applications like SAP. Virtualized environments are also common. In complex infrastructures such as these, it's critical to monitor the entire infrastructure, as well as the end-user experience.

"End-to-end customer experience monitoring ensures you're aware of problems your customers may be seeing that might not show up with server monitoring alone," said Whiffing. "We needed a unified solution that went deeper into the application layer, and could do the basic infrastructure monitoring better than other solutions."

"Momentum set goals to improve the offering to existing customers, and to develop a tiered offering that would meet the needs of new customers while

## Results Cont.

- Enabled end-to-end remote monitoring of clients' systems and applications, improving end-user experience and customer satisfaction.
- Allowed development of customized portals tailored to clients' individual needs.

helping grow the business. "We wanted our solution to go deeper and do more," said Whiffing. "We also wanted to create tiered monitoring services that would bring in incremental revenue, depending on the needs of the client."

## Solution

After evaluating several solutions, Momentum purchased Nimsoft Monitor to monitor the systems and applications within its clients' IT infrastructures. Nimsoft will be replacing the existing monitoring solution, giving customers the ability to monitor application health.

"Nimsoft was the best solution available for monitoring applications," said Whiffing. "With Nimsoft Monitor, each customer has its own monitoring system and portal, but we manage it as a single system," said Whiffing. "This capability simplifies management and administration on our end, and reduces our overhead significantly."

Nimsoft Monitor provides several unique capabilities that help Momentum deliver the best possible end-user experience and anytime, anywhere access to monitoring data through MomentumCentral.com, a Web-based portal. Clients can view customized dashboards that display advanced system and Web analytics, review measurements of customer response to Web-based campaigns, and receive 24 x 7 alerts and problem notification.

"Nimsoft Monitor tells us when something's wrong immediately," said Whiffing, who noted that some of Momentum's clients are heavily involved in managing their environments from a technical point of view. "With Nimsoft Monitor, clients can see exactly what we see from our datacenter and have a sense of control over their own environment, even though the service is managed remotely. We monitor it 24/7, so even if they miss something, we'll catch it. The system alerts us right away. This makes for faster troubleshooting and enables us to react more efficiently and proactively to potential problems."

The dashboard feature provides granular information about the health of systems at the client site, enabling administrators to drill down into data to investigate and troubleshoot potential issues. The dashboards can be customized any way clients want, giving Momentum a level of flexibility lacking in other solutions, and a way to improve customer satisfaction by tailoring the solution to meet their unique business needs. This eliminates the need to deploy and manage in-house monitoring systems that can be costly and resource-intensive.

"The most reliable method of protecting yourself from network downtime is around-the-clock monitoring and support," said Terry Whiffing, vice president of Managed Service Operations at Momentum. "But most companies can't provide this service in-house. Nimsoft Monitor lets us do remote monitoring and management, helping our customers cut costs and free up internal resources while protecting their infrastructure."



## Nimsoft Case Study

Unlike other monitoring solutions, the multi-tenant Nimsoft Unified Monitoring architecture makes the solution ideal for delivering monitoring as a managed service. “The solution can monitor hundreds of customer environments, but we manage it as one,” said Whiffing.

## Results

Nimsoft Monitor enables service providers to deliver a flexible pricing model and customizable service offerings. By providing managed network monitoring services using Nimsoft Monitor, Momentum can help customers avoid the economic impact of downtime, while creating incremental revenue streams based on offering tiered monitoring services.

“Nimsoft enables us to monitor an entire network from the server all the way down to the application layer and helps us ensure a superior end-user experience while relieving our clients of the management burden,” said Whiffing. “With a tiered offering, we benefit from additional revenue and the ability to provide our clients more options. Now we can meet the monitoring needs of more clients—both existing and potential—with an end-to-end solution. That really sets us apart from the competition.”

## 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).

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