

Build Your Managed Services Business with ScienceLogic

Sharpen Your Competitive Edge with
Revenue-Driving Services



As a managed service provider (MSP), you realize that both the opportunities and challenges you're facing have never been greater. The skyrocketing demand for managed services has spawned a multitude of new competitors, increased pricing pressure, and driven higher customer expectations. The race is on — and accelerating — for MSPs to differentiate themselves and stand out from the crowd.

One effective strategy is to offer your customers compelling management services. These can help you:

- Win new customers with unique service propositions
- Create additional revenue streams from existing customers by cross- and up-selling services
- Reduce customer churn through increased customer satisfaction

The challenge, of course, is to offer services that drive profitable revenue growth by minimizing the cost side of the service delivery equation. Ideally, the provisioning of new services would be fully automated from start to finish, from service selection through a Web-based portal to the back-end provisioning process and billing system integration. Full workflow automation would increase operating efficiencies, allow staff members to turn to more productive tasks, and enable you to stand up new customers and new services more quickly. All of this could result in lower overhead as well as faster time-to-market and, more importantly, faster time-to-revenue.

It would also be a competitive advantage if new service offerings could be created quickly and easily — without requiring a “Big 4” integration partner or needing to cobble together point solutions in your infrastructure. Ideally, new services could be defined from a single, intuitive administrative interface,

“ScienceLogic enables Fasthosts and Rise to better manage service levels and offer customers unparalleled insight into the performance of our virtual and cloud offerings. Also, by providing administrators and customers with personalized access into real-time analytics, ScienceLogic has helped us create an important new revenue stream with the Fasthosts Advanced Server Monitoring offering.”

— *Fasthosts*

making new service definition as straightforward as dragging-and-dropping elements.

These capabilities would take your business to the next level: service providers could become managed service providers, and service providers and managed hosting providers could become cloud providers. However you describe it, having new revenue-generating capabilities would give you a competitive advantage.

And the solution exists today.

The key to offering value-added monitoring services is ScienceLogic — your partner for providing a comprehensive infrastructure monitoring and management platform that can be deployed either as a physical appliance or as pre-configured virtual machine (VM). Using this platform, you can create a potentially unlimited array of revenue-generating services based on all the physical and virtual network resources it monitors, from server hardware, storage and network gear, to hypervisors and VMs, to operating systems and applications.



And with robust multi-tenant support, the platform allows you to monitor all your customers' assets through one system, with data granularity that surpasses the competition.

Creating Services with ScienceLogic

With ScienceLogic, you can create compelling monitoring-based services that drive revenue and competitive differentiation with an efficient, three-step process.

Step 1: Determine What Services to Offer

Anything that can be monitored by the ScienceLogic platform can be transformed into a revenue-generating service offering. The possibilities are truly endless. In fact, with so many options, most MSPs using ScienceLogic find that the hardest part of the service creation process is the planning and strategy behind determining what services to offer. The mechanics of configuring the service offerings often involve only a few point-and-click actions.

To get you started quickly, the ScienceLogic solution includes best practices management templates for a broad set of major vendors — for networks, physical infrastructure, applications, databases, virtualization, operating systems, and more. These can be easily used and combined to create new service offerings for your customers. But unlike some competitive solutions, it does not stop there.

Instead of only providing a suite of pre-defined service offerings that force you to adapt your business model to the limitations of the management tool, ScienceLogic gives you flexible service creation capabilities that empower you to define whatever service offerings suit your corporate goals and the

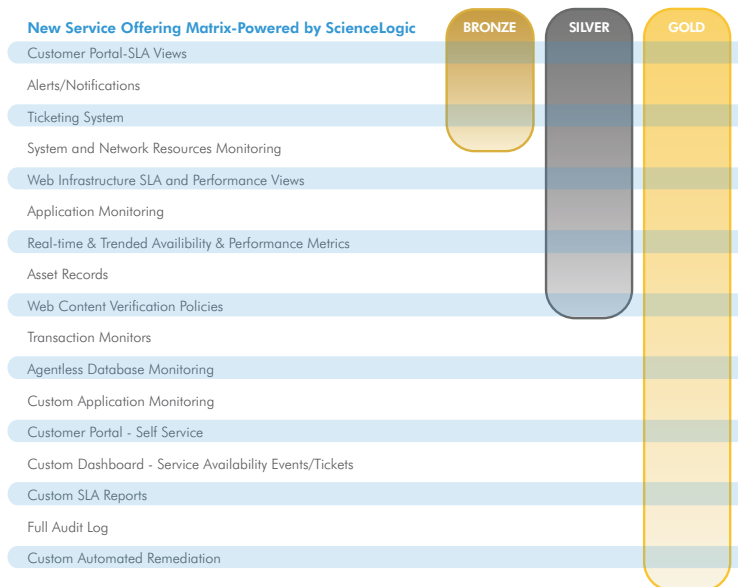
needs of your customer base. In fact, the platform was designed to maximize flexibility for custom monitoring solutions without losing the ease-of-use which is its hallmark. Let's explore the example of tiered monitoring services. You might want to offer your customers three levels of monitoring services for their servers, designated Bronze, Silver and Gold. Each successive level builds on the others, at progressively higher monthly price points for the additional value they provide.

The base level — Bronze — might simply verify that network devices are available with a simple ping, SNMP, or port check. If there is no response within a specified threshold, an event is automatically triggered by the ScienceLogic system which alerts customers and the appropriate engineers to begin troubleshooting.

A Silver level package might add performance-level monitoring. While the Bronze package only verifies that devices are functioning, the Silver package could verify that critical infrastructure and services are healthy — for instance, that CPU, RAM, disk, and network are performing within normal specifications. ScienceLogic would gather event, asset, performance, and availability data across the entire infrastructure so that engineers have the information necessary to quickly and easily get to the root of problems and take corrective actions to minimize business impact.

A Gold package might further verify that applications running on monitored devices are functioning as expected. For example, is a Web server running, outputting the correct content, and serving Web pages in an acceptable time frame?

This is just one example of the kinds of services you can create with ScienceLogic. In the tiered services example, some MSPs using ScienceLogic choose to offer just two tiers of monitoring, or provide the



equivalent of a Bronze package to customers at no charge. It's entirely up to you. You could even start with a set of standard offerings that you offer all customers, and then, as necessary, build custom service offerings yourself directly in the system to quickly and easily adapt to your customers' specific requirements. Wherever your business is headed, ScienceLogic provides the robust management platform and flexibility that keeps you agile and responsive.

Step 2: Create the Service

In the ScienceLogic platform, each distinct service offering is represented as a template. You may need to create variants of each template, such as a Gold package template for Windows servers running Microsoft IIS and a different Gold template for Linux servers running Apache.

Each template is a container for one or more policies. Policies are granular verification "checks," such as whether a ping is received, port 80 is open, a service or process is running, a specific keyword or other content is output by a Web server (for

example, whether the IIS service is running and working correctly), or a response time threshold is exceeded, to cite just a few examples. To create a policy, you only need to know what device you want to monitor, and for what condition (for example, "port 80 = available"). ScienceLogic makes this easy with an intuitive, browser-based, point-and-click interface. No scripting is required.

To give you a starting point for building or modifying templates, ScienceLogic solutions ship with a library of predefined management templates for common applications, such as SQL Server. Building a template from scratch is easy. ScienceLogic provides an intuitive browser-based interface to enter all the information necessary to create a template.

Step 3: Apply the Template to Appropriate Devices

Templates are essentially sets of rules that do not require information about specific devices. As such, they can be created without discovery of devices and applied to involved devices only when necessary.



ScienceLogic usually does this automatically as part of a workflow when a new device is provisioned, as instructed through its API by an orchestration system involved in setting up a new customer. Templates can also be applied manually or automatically at any time, whether to an individual device or globally to a group of devices (such as “all Microsoft Exchange servers”) — versus some competitive offerings which require engineers to manually apply policies to devices, i.e., lack the automation necessary to enable MSPs to scale and respond as quickly as they need.

The approach of de-coupling template development from the devices has several advantages:

- Simplified policy creation. The same policy — for instance, an availability check on port 80 — can be applied to any device. Although the IP address of each device is unique, the ScienceLogic solution does not require a different policy for each address. Rather, it discovers the IP address of each device to which the policy is applied and automatically “fills in the blank” in the policy with its corresponding address.
- Simplified customer change management. Adding or changing services or devices managed for a customer is as simple as applying or removing a template. This can be done automatically through a self service portal, or with just a few clicks by one of your administrators.
- Future-proofing. You cannot know what new devices or applications might exist in the future. With ScienceLogic, you can create templates today that will support future devices or, if necessary, be modified and globally applied to accommodate new technologies or needs.

ScienceLogic offers professional services assistance to develop code to integrate third-party systems through the open API.

Integrating ScienceLogic Into Service Workflows

The ScienceLogic solution adapts to your existing infrastructure to support a variety of service delivery models. The optional REST-based API can receive or make calls to and from third-party provisioning, billing, Web portals, orchestration managers or other systems involved in service delivery and reporting. For instance, when a new customer is set up, a provisioning system can instruct the ScienceLogic system to discover a newly-provisioned server at a certain IP address, apply the Gold monitoring template to that server, and begin monitoring bandwidth usage of that server and report it to the billing system.

ScienceLogic also includes Run Book Automation capabilities to execute actions based on thresholds and triggers in the service delivery processes, using automated features and customization tools. Examples include sending customers alert email notifications about monitoring issues, or automatically generating and sending pre-defined reports as part of a service offering. Other types of events that can be automated include restarting monitored services, creating a ticket, managing escalation procedures, and much more.



About ScienceLogic

ScienceLogic delivers the next generation IT monitoring platform for the network of everything. Over 15,000 global Service Providers, enterprises, and government organizations rely on ScienceLogic every day to significantly enhance their IT operations. With over 1,000 dynamic management Apps included in the platform, our customers are able to intelligently maximize efficiency, optimize operations, and ensure business continuity. We deliver the scale, security, automation, and resiliency necessary to simplify the ever-expanding task of managing resources, services, and applications that are in constant motion.

ScienceLogic won InfoWorld's 2013 Technology of the Year award, Red Herring's Global 100 Award, Deloitte's Technology Fast 500™, and MSPmentor 250, among other worldwide recognitions of excellence. For more information, visit www.sciencelogic.com.



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