

# MSP Center Plus

(Previously OpManager MSP)

## Sales Guide

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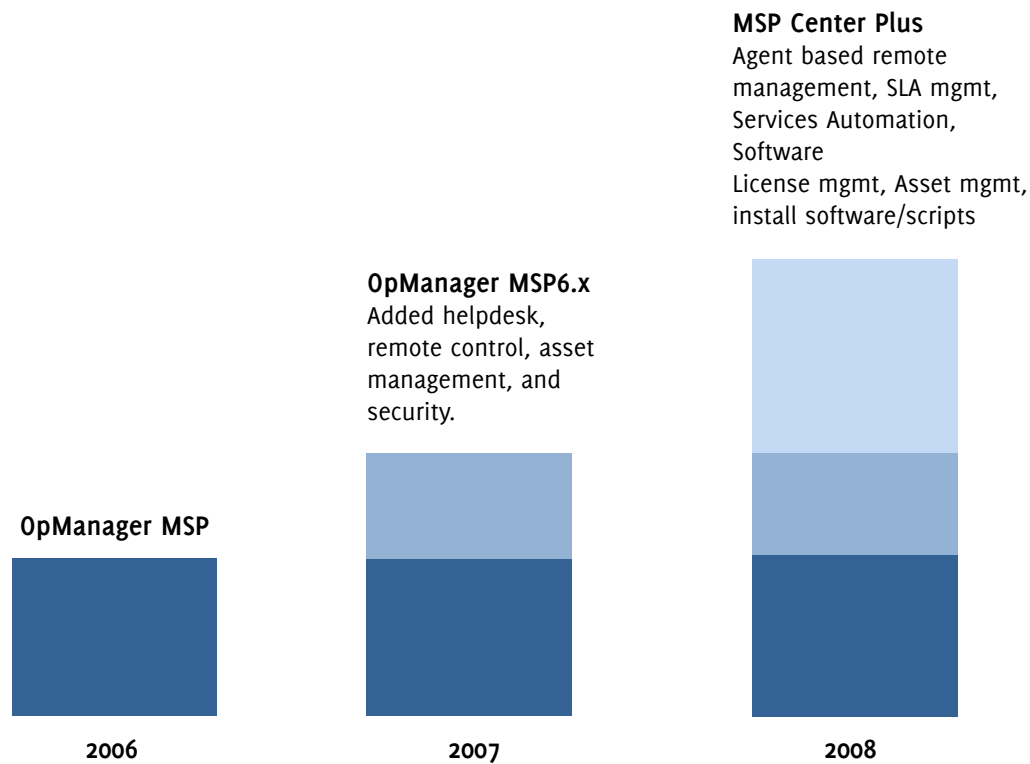
## Introduction

Since inception on April 2006, we have acquired more than 300 MSP customers managing approximately 150,000 devices across 2500 end customers. MSP Center Plus marks an important milestone in our MSP journey as it packs the best and most sale-able features till date. The new version is bigger, better, cheaper, and faster.

### MSP Center Plus now packs more saleable features than ever before

It was worth the wait. The list of features included in this release will blow away any new prospect. Few notable features are SLA management, agent based asset management, patch management, software license management, remote scripts, OS configuration, timesheets, and the invoices.

### MSP Center Plus - 2x more features than previous release



### MSP Center Plus is now more stable with a single MySQL5

The following enhancements have been made in this release to ensure a more stable product

- MySQL has been upgraded from version4 to version5. MySQL5 offers better performance and scalability compared to the previous versions.
- Multiple MySQL instances have been removed and all modules of the central server now use a single MySQL instance. This reduces the chances of DB related crashes.
- Backup operations are simplified now using the MYSQLDUMP method. Previously used proprietary method was very cumbersome and time consuming.

### MSP 6.x

OpManager MSP versions 6.x had more than 1 MySQL instances making it difficult to backup and restore.



### MSP Center Plus

The new version has just 1 MySQL instance. Moreover we have bundled the latest MYSQL version 5 which offers better scalability and performance.



### MSP Center Plus is now affordable for startups too

We have reduced the entry price of the MSP product by nearly 50%. From a price tag of \$4495 per annum for MSP Silver the price has been brought down to \$2500 per annum in this release. Price details as shown below.

OLD PRICING ( Probe-based) Annual Subscription	NEW PRICING ( Device-based) Annual Subscription												
<b>MSP Silver</b> Starter pack - \$4495 Additional Probe - \$400 Helpdesk - \$3495 Asset - \$3495 Security - \$3495 Rebranding - \$1995	<b>\$25 per object per year</b> (Object Count = Max of devices or Interfaces. For example if Customer A has 1000 servers and 900 interfaces then the licensing will be for 1000 objects)  <u>Discounts as given below</u>												
<b>MSP Gold</b> Starter Pack - \$9995 Additional Probe - \$400 Security - \$3495 Rebranding - \$1995	<table border="1"> <thead> <tr> <th>100</th> <th>250</th> <th>500</th> <th>1000</th> <th>2000</th> <th>3000</th> </tr> </thead> <tbody> <tr> <td>0%</td> <td>10%</td> <td>25%</td> <td>40%</td> <td>50%</td> <td>60%</td> </tr> </tbody> </table>	100	250	500	1000	2000	3000	0%	10%	25%	40%	50%	60%
100	250	500	1000	2000	3000								
0%	10%	25%	40%	50%	60%								
<b>MSP Platinum</b> Starter Pack - \$11995 Additional Probe - \$400 Rebranding - \$1995	Rebranding – call for price ( meaning price wont be published)												

Note: 100, 250, 500,1000,2000, 3000 - number of devices/ interfaces

**Important Note:** above 3000 devices/ interfaces - requires another central server

List price of the competitors						
	N-able*	SecureMyCompany*	Kaseya	MSPCenterPlus	Discount	
100	\$10	\$9	\$110	\$25		
100-250	\$9	\$7	\$99	\$23	10%	
250-500	\$8	\$6	\$83	\$19	25%	
500-1000	\$6	\$5	\$66	\$15	40%	
1000-2000	\$5	\$5	\$55	\$13	50%	
2000-3000	\$4	\$5	\$44	\$10	60%	
*- per month						

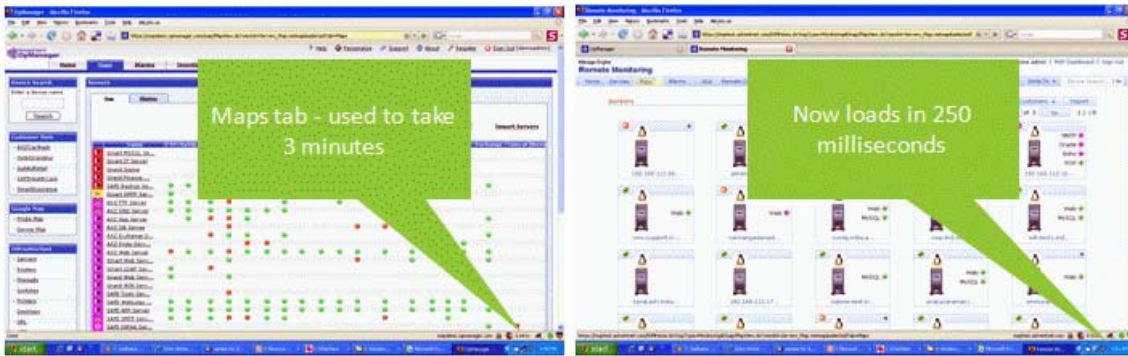
  

Total Cost Per Year					
Devices	N-able	SecureMyCompany	Kaseya	MSPCenterPlus	
100	\$12,000	\$10,740	\$11,000	\$2,500	
250	\$27,000	\$22,380	\$24,750	\$5,625	
500	\$45,000	\$35,820	\$41,250	\$9,375	
1,000	\$72,000	\$59,760	\$66,000	\$15,000	
2,000	\$120,000	\$119,520	\$110,000	\$25,000	
3,000	\$144,000	\$179,280	\$132,000	\$30,000	

Note - MSPCenterPlus cost per device (\$23, \$19, \$15, \$13, \$10) are given for calculation purposes.

### MSP Center Plus is now faster than its predecessors

By incorporating web technologies such as AJAX and by virtue of our Web2.0 experience (courtesy zoho) we made the UI lighter and faster. Most pages in the Remote Monitoring module now load faster than previous versions.



## 2.0 MSP Market Segmentation

First lets understand who we could sell this product to. The bare minimum segmentation is based on the size of the MSP organization and the type of services they offer.

### Segmentation based on Size

We have startups, medium sized companies, and large MSPs. The sales pitch for each of them is given below.

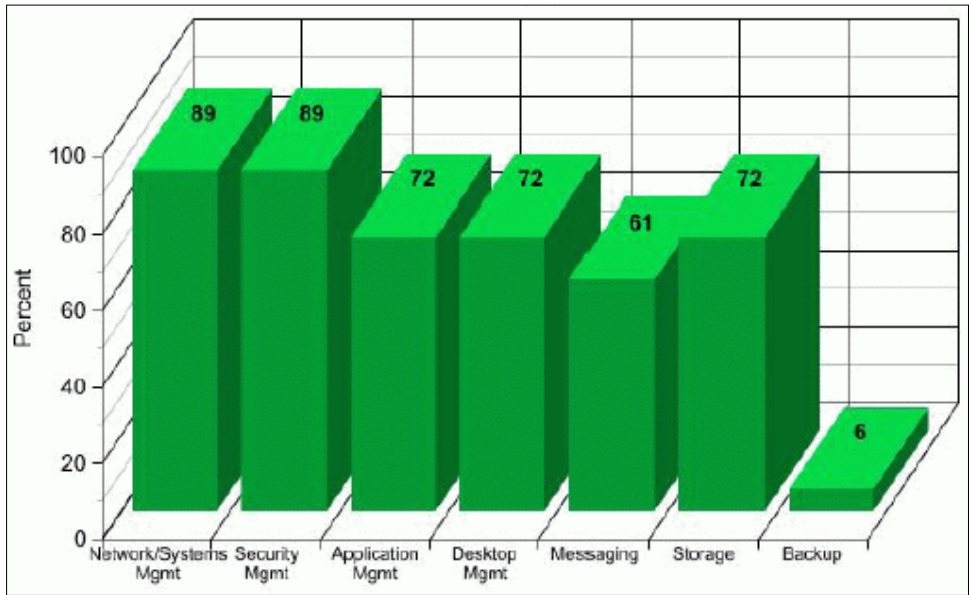
Type	How to identify them	Biggest concern (for them)	Sales Pitch
<p><b>Startup MSP</b></p> <p>Just getting started with MSP business. Less than 5 people company</p>	<p>1) Will ask questions such as “What price should I sell?”</p> <p>2) Won’t have a website (or will have just a single page website)</p>	<p>Am I going with the right product?</p>	<p>Its important to have a strong <u>service support infrastructure</u> to keep your costs low as you manage more and more customers. Failure on this part would eat into your profits.</p> <p>Today it might be very tempting to deploy a mix of freeware and low cost tools and call it an MSP offering, but can this disjoint array of tools help you when you grow? will it give you the competitive edge that you need to win more customers? Will you get the vendor support when something critical comes your way?</p> <p>A better alternative is to base your support infrastructure on a proven platform used by hundreds of such MSPs. The new MSP Center Plus packs high-end functionality that gives you killer competitive advantage to acquire more customers at really low costs and still stay hugely profitable. The starter pack costs \$2500 for 100 devices per year. All you need is to keep buying additional device licenses at \$25 per device per year as you acquire more customers. A single installation central server can manage up to 3000 devices.</p>
<p><b>Mid sized MSP</b></p> <p>In MSP business for 3-4 years with 25-100 customers and approx 25 member team. Mostly regional players covering 1 or 2 states maximum</p>	<p>Will probably know about our competitors and will ask for comparison.</p> <p>Might have scalability problems with existing tools and will ask for specific performance numbers.</p> <p>Will ask for high end features such as PSA, SLA etc.</p>	<p>Is this better than what I have?</p> <p>Will my existing problems go away?</p> <p>(Problem could be support, scalability, lack of features etc.)</p>	<p>Step1: First collect information on what they manage. use <a href="http://rfp.mspcenterplus.com">http://rfp.mspcenterplus.com</a> for speedier response.</p> <p>Step2: Pre-sales team will analyze the requirements and give go/no-go.</p> <p>Step3: If go, then go ahead and pitch the solution.</p>

Type	How to identify them	Biggest concern (for them)	Sales Pitch
<p><b>Large MSP</b></p> <p>In MSP business for more than 5-10 years with more than 100 customers. Will be a national player and revenues in &gt;\$100 million range</p>	<p>Will ask about failover, multiple central servers, and \$1 per device price.</p> <p>Will ask you can I talk to your CEO?</p> <p>Will ask you can you develop this for us?</p> <p>Will have a fully functional website with a national presence.</p>	<p>Scalability, Reliability, Performance.</p>	<p>Step1: Clarify if this is a REAL MSP deployment or an enterprise deployment. Our largest MSP deployment till date is 1000 devices with 70 probes. Use <a href="http://rfp.mspcenter-plus.com">http://rfp.mspcenter-plus.com</a> so that we can analyze and tell upfront if this can be achieved or not.</p> <p>Step2: If this is an enterprise deployment then we can suggest OpManager Enterprise which can scale upto 15,000 interfaces or 5000 servers in a single central server.</p>

**Segmentation based on managed services offerings**

Find below a chart from an MSP association depicting what kind of services the MSPs use. (data obtained from members of MSP alliance...its a good indicator but might not cover the entire MSP gamut)

What types of managed services does your company offer? (Choose all that apply)



Managed Services  
MSP Alliance

Services Offered	Sales Pitch
<b>Only Monitoring</b>	<p>Base: Show them Remote Monitoring. This is what they need today. Show them the SLA module. It will be a real value add. Even if they don't have SLAs with customers they can use the feature for INTERNAL monitoring of their service quality.</p> <p><b>Optional</b></p> <p>Pitch the new agent based remote management module to them and say "it reduces onsite visit".</p> <p>Show them the helpdesk module. Tell them it streamlines the communication with their customers.</p> <p>If they send people onsite for fixing problems, show them the service automation module.</p>
Monitoring + Application monitoring	<p>Show them the Exchange monitoring, AD monitoring, and MSSQL monitoring features.</p>
Monitoring + Patching	<p>Base: Show them remote monitoring and the patch management features.</p> <p><b>Optional</b></p> <p>Show them the helpdesk module. Tell them it streamlines the communication with their customers.</p> <p>If they send people onsite for fixing problems, show them the service automation module.</p>
Monitoring + Patching + Desktop mgmt.	<p>Base: Show them remote monitoring and remote management modules.</p>



### 3.0 The Unique Selling Proposition (USP) for MSP Center Plus

MSP Center Plus is the only product in the market that offers an **integrated MSP offering to remotely monitor** network devices, **manage** desktops and servers, **streamline** helpdesk and onsite technicians co-ordination.

#### Stop juggling with multiple tools - common sales pitch for startups and medium MSPs

The value of MSP Center Plus is better captured with this slogan - Stop Juggling with multiple tools. Try MSP Center Plus. Typical small and medium MSPs deploy 3-4 tools for MSP operations. With MSP Center Plus they can do away with most of these products and run an effective MSP business with just one product. For a complete powerpoint presentation of this pitch please visit partner portal.

**Stop juggling with multiple tools**

**Try MSP Center Plus**

	Other RMM Tools	Other PSA Tools	MSP Center Plus
Device monitoring	✓	✗	✓
Remote Control	✓	✗	✓
Patch management	✓	✗	✓
SLA management	✓	✗	✓
Desktop management	✓	✗	✓
Asset management	✓	✗	✓
Helpdesk	✗	✓	✓
Service Automation	✗	✓	✓
Technician scheduling	✗	✓	✓

## Problems with multiple tools

To bring out the value of an integrated tool it is required to showcase the problems in running multiple tools. There are simply too many problems in running multiple products. Some of them are highlighted in the comic strips below.

**#1 Information silos**  
Tools from different vendors don't TALK-TO-EACH-OTHER resulting in information silos.  
I KNOW HE INSTALLED A PROHIBITED SOFTWARE AGAINST THE POLICY BUT I CAN'T TELL ANYONE.

**#2 Data Duplication**  
You might end up entering the same data multiple times resulting in unnecessary data duplication and mismatch.  
IT'S A SERVER WITH 2GB RAM  
IT'S A SERVER WITH 2GB RAM  
IT'S A SERVER WITH 2GB RAM

**#3 Too many screens to look at**  
Your team will end up logging into multiple screens for every simple task  
First yellow, then red, then brown...  
@=#||@ ...cant this be simple ??

**#4 Time-to-resolution shoots up**  
Time is wasted on the process and not in really solving the problem  
I hate this. Even simple tasks force me to stay overnight

**#5 Tiring & unpleasant environment**  
Quality of work life suffers when the tools themselves become a problem  
OH IT WENT DOWN AGAIN...  
@=#||@ I hate this...let me quit this job

**#6 No record of who-did-what**  
Results in unwanted finger pointing and legal problems  
WHICH ONE OF YOU REMOTE CONTROLLED INTO THAT ACME BANK SERVER?  
NOT ME  
NOT ME  
NOT ME

## The MSP Center Plus Advantage

MSPs can do away with multiple tools and utilize the single tool advantage by switching to MSP Center Plus. Multiple teams inside the MSP organization can login into the MSP interface and get a completely streamlined experienced in solving a customer problem.

The example below illustrates how an exchange server problem is handled beautifully across helpdesk, network operations team, onsite technicians team, and the management. A similar scenario handled by multiple tools would result in chaos such as technician not intimated about site visit, operations team missing out a ticket from helpdesk, or management totally unaware of technicians onsite visits etc.

# MSP Center Plus Unified Console



## 4.0 Competitive Landscape

Primary competitor to MSP Center Plus is Kaseya.

	Kaseya	MSP Center Plus
Agent or Probe	Agent	Both
<b>Desktop / Server Mgmt</b>	Yes	Yes
Patching, Audit, Asset Mgmt, Remote control, Scripts, OS configurations	Script module is strong	50 + OS configurations provided out of the box ( such as power mgmt, registry settings, firewall configuration etc)
Network Device Monitoring Router, Switch, Firewall	Partially Yes	Yes Very strong compared to K
HelpDesk	Yes	Yes
Service Automation	No	Yes
	Supports integration with Auto Task / Connectwise	
Price	\$110 Per device per year	\$25 per device per year
Additional Modules	Antivirus - \$24per device per year, Backup - \$24 per device per year Desktop Migration (marketing lingo-user state mgmt)-\$35 per device per year	Will be added in 2009

## 5.0 Understanding MSP Center Plus

There have been quite a lot of changes in the new product and it is very important to internalize few things before stepping out to sell.

### Object Based Licensing

We have introduced the new object based licensing model. Object = max of devices or interfaces.

	MSP6.x	MSP Center Plus
Licensing check	Number of probes Security Add-On Asset Add-On HelpDesk Add-On Remote mgmt Add-On	Number of objects*

\* object = max count of devices or interfaces.

Example: MSP A manages 900 servers and 200 interfaces: Licensing will be for 900 objects

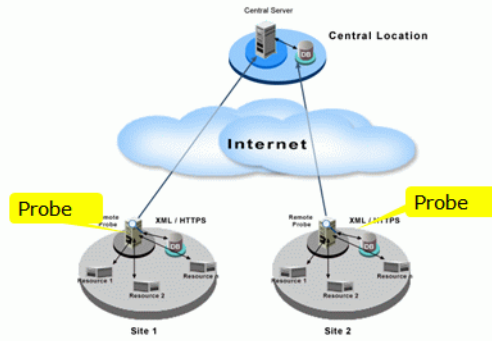
Example: MSP B manages 900 servers and 1000 interfaces: Licensing will be for 1000 objects

### Architecture

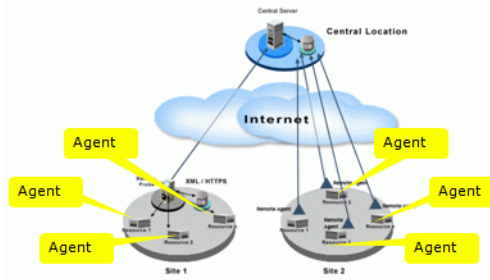
Till MSP 6005 release we only had one model, the probe-server architecture. With this release we have added another model called the agent-server model. Both models can be deployment in tandem for a single customer. The table below lists the key differences between the probe and the agent.

	Probe	Agent
Used for	Monitoring	Management
To be installed on	Single machine per location	every machine that has to be managed.
Supports	Windows 2003 Server, Windows XP	Windows XP, Vista, 2003
Ports to be opened	Nothing	Nothing
Offers features such as	Device availability monitoring, SLA, performance monitoring, Exchange monitoring, AD Monitoring, MSSQL monitoring etc.  Or in short - all that opmanager offers.	Asset mgmt Patch mgmt Windows Configurations Software license mgmt Install software Scripts  In short - all that desktop central used to offer

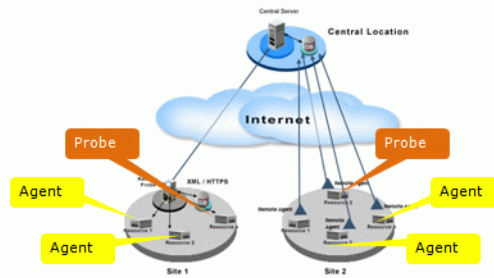
## Probe– Central Server Deployment Model



## Agents– Central Server Deployment Model

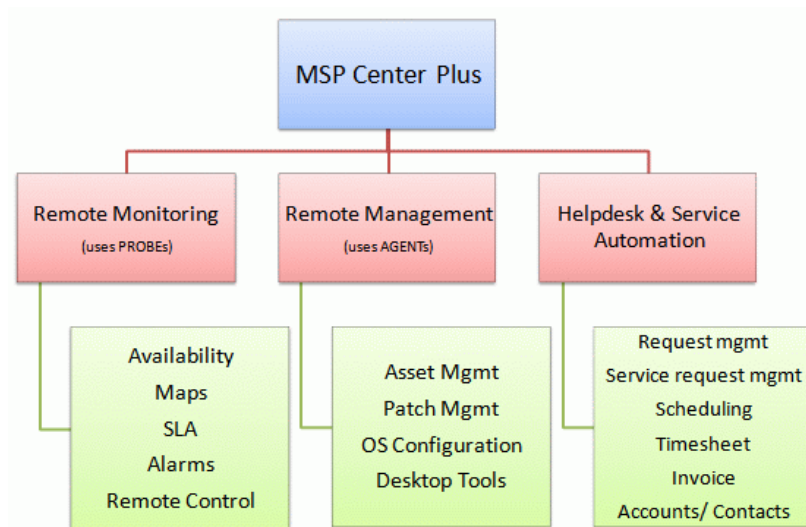


## Combined Deployment Model



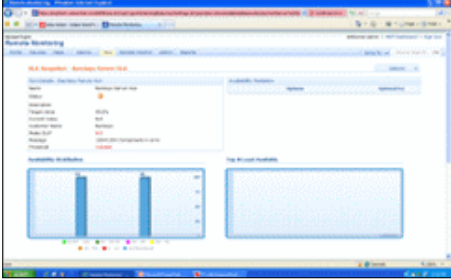
## Modules

The diagram below depicts the logical arrangement of the various modules in MSP Center Plus.

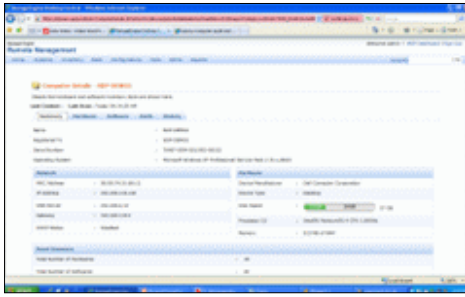
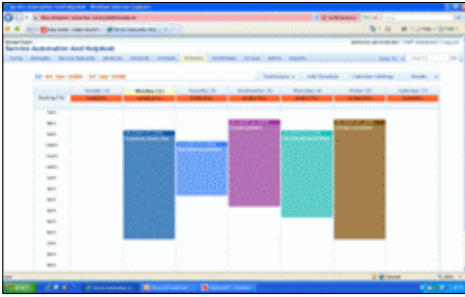


## New Features

Here is the list of top features/ enhancements made in MSP Center Plus.

Feature	The Problem it addresses / the solution it provides / details	
SLA	<p><b>Device Vs Service approach:</b>            Off late people have come to realize that its not the device that's important anymore... its the end SERVICE that's important. Typically IT services involve more than one device for normal functioning and hence it becomes important to GROUP them and measure the service availability. This forces MSPs to sign SLAs based on the service availability such as email service should be up 99.6% every month.</p> <p><b>The problem we had so far</b>            We didn't provide a way to group the devices and measure / report on their combined availability on a monthly basis.</p> <p><b>The new SLA module</b>            This release enables an MSP to add a new service, group the relevant devices, and measure the service availability every month.</p>	
OS Configurations	<p>It is now easier to manage remote servers and desktops. Following are the list of configurations that can be performed on XP, Vista, 2003 machines</p> <p><b>Power Mgmt</b>            If you wish to standardize the power management settings of 1000 desktops/laptops spread across multiple buildings you can do it one step. Just create a power management configuration and apply it to 1000 desktops/laptops.</p> <p><b>Firewall configuration</b>            If a port has to be opened in the firewall of 100 servers all you need to do is create a firewall configuration and apply it to the 100 servers.</p> <p><b>Disable USB drive</b>            So you want to disable USB drives across all laptops/desktops in the organization? Its easy... just apply the disable USB drive config.</p> <p><b>Registry Settings</b>            Something has gone wrong and you know that a single change in the registry settings can save 5 hours of travel. You can do it happily by applying the registry config to the select desktop.</p> <p><b>Internet Explorer Settings:</b>            The company policy says IE home should point to company intranet. You can easily achieve this by creating and applying an IE config.</p> <p><b>Restrict Permissions</b>            You can restrict permissions to key files, folders, and control panels.</p> <p><b>And another 50 more</b>            There are atleast 50 more configurations possible similar to what you read above.</p>	



Feature	The Problem it addresses / the solution it provides / details	
Asset Management	<p>Automated auditing of hardware and software assets across multiple organizations.</p> <p>Reports on hardware types, number of computers using particular hardware.</p> <p>Asset tracking and automated email alerting on hardware changes.</p> <p>Software license management - identify prohibited software, over licensed software, and under licensed software.</p>	
Professional Services Automation (PSA)	<p><b>PSA is a market by itself.</b> Companies such as Auto Task and Connectwise lead this market. The core modules are service automation, sales and marketing automation, and projects.</p> <p><b>What do MSPs need really</b> Large MSPs who could afford these products buy them for streamlining the process of onsite - technician - visits.</p> <p><b>What is service automation</b> It's a way to receive service requests from customers, schedule visits to right technicians, get them to input the time spent, calculate the cost of the visit, and invoice the customer once the job is done.</p> <p><b>PSA in MSP Center Plus</b> MSP Center Plus includes the following - service requests, tech scheduling and alerting, time and expense sheets, invoice creation.</p>	

## 6.0 Handling Existing Customers

We are doing our best to ensure a smooth upgrade for our existing customers. Past experiences ( bad) from other ManageEngine products taught us few things and we are following a different process now. A private beta release has been given to select customers for almost a month ago and the issues were tracked separately. After ensuring there are no major showstoppers we will release the upgrade to the customers.

### Migration

We made two important decisions with this release. 1) No support for Linux installations (meaning the product can't be installed in a Linux box any more...only Windows 2003 or XP) and 2) Removal of vulnerability and open ports modules.

In order to ensure that the existing customers are not affected by these changes I have personally mailed all customers ( to the best of my knowledge) and sought their opinion before finalizing on these decisions. Out of 300 customers less than 2% actually cared about Linux. Rest were all unaffected by that decision. Regarding the missed out modules - we had only a handful of guys using this module and only few were affected. For those who are affected we are planning to give discounts on security manager plus. If any of your customers come back strongly on these points please let me know. This has to be handled on a case-by-case basis.

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## 7.0 Reference Customer

AaSysGroup is a medium sized MSP based in Tampa, Florida. They use OpManager MSP since 2006. They manage more than 70 banks using OpManager MSP. Aasys group is one of our reference customers in USA. Seen below is their staff talking about OpManager MSP and the picture below is a photo taken in their network operations center (NOC).

AaSysGroup Adrienne

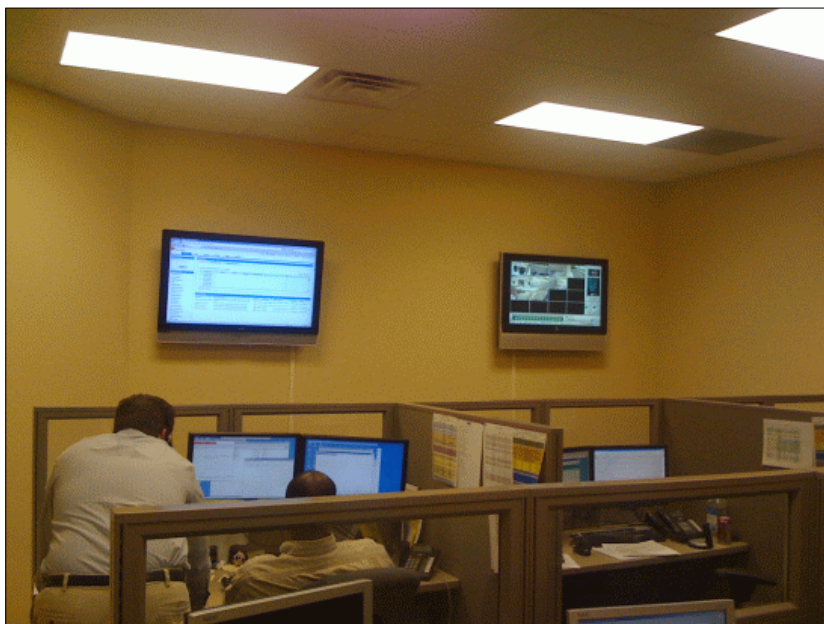


<http://www.youtube.com/watch?v=Va7qajWYaNU>

AaSysGroup Mark



<http://www.youtube.com/watch?v=UhlrvLiRdok>





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