

**Company Profile:**

Data Balance has evolved from a computer repair provider to full-service information technology services provider, allowing its customers to focus on the core business rather than on IT management.

**Website:** [www.databalance.com](http://www.databalance.com)

**Business Challenge:** As a break-fix and project services provider, Data Balance needed to embrace a new business model. Working on a project basis and simply reacting to IT problems was grossly inefficient, tying engineers' billable hours and travel time to revenue. At the same time, customers were less likely to report performance and availability issues, hoping that end users could live with the inconvenience instead of paying to have an engineer come out to diagnose and troubleshoot the problem. These inefficiencies prevented Data Balance from providing the robust IT services it was capable of and inhibited growth.

**Solution:** In order to provide better customer service and make the business more efficient, Data Balance leveraged a remote and automatic systems management solution from Kaseya to transform itself into a managed service provider. By charging customers a flat fee for IT maintenance and by managing systems from a distance, Data Balance is able to proactively ensure that all systems are updated regularly with security patches and new software revisions and are continuously monitored. In this way, Data Balance is able to allow its customers to focus on their core business rather than on the details of IT management.



## Kaseya Enables Tampa-based MSP to Provide Worry-Free IT Services

Data Balance, a systems integrator and reseller in the Tampa, Fla. area, provided break-fix IT services to small - to medium - sized companies in the professional services industry including several real estate agencies, law firms and accounting organizations. When one of its customers experienced downtime due to a system going down, the network became affected with a virus or worm or if a new Windows security patch needed to be installed on workstations, someone would call Data Balance who would send an engineer on-site to diagnose and fix the problem. Due to travel times and the manual maintenance cycle, even simple troubleshooting would take hours.

Daily maintenance was almost non-existent. Scheduled on-site visits, meant to provide regular check ups for computers to keep them running optimally, made customers save up a laundry list of issues that needed to be addressed, instead of bringing them to the attention of the engineers as they occurred. As a result, minor issues snowballed into major problems, leading to extended periods of downtime. In addition, customers sometimes neglected to inform engineers of issues that they felt were mere inconveniences to prevent paying for Data Balance to dedicate budget to fix them.

"As non-IT folks, these people weren't in the best position to know what was serious and what wasn't," said Jon Lawrence, president of Data Balance. "A minor inconvenience to them was usually the symptoms of major security or availability risks."

Other times, customers would over-ride engineer's recommendations to upgrade equipment, infrastructure or software licenses because of budgetary reasons, not understanding that proactive management can actually lead to cost savings in the long run. As a result, Data Balance was forced to continue to react to issues and rely on out-dated, inferior equipment, preventing the company from providing the level of IT service it knew it could and wanted to offer.

"It was obvious that we needed to change the way we provided services to our customers," Lawrence said. "Not only for our customers' sake, but for the health of our business as well."

### A Simple, Reliable MSP Solution

In an effort to switch to a managed service provider (MSP) business model where Data Balance could charge customers a flat fee to continually monitor and maintain their IT environments, the company deployed a remote and automatic systems management solution from Kaseya. The solution gives Data Balance engineers remote visibility of their customers' systems regardless of physical location, allowing them to switch from a reactive service delivery system to a proactive systems management strategy. The new business model puts the responsibility of identifying, reporting and troubleshooting IT issues squarely on the shoulders of Data Balance engineers, giving them greater control over the IT environment and allowing customers to focus entirely on the core business.

Data Balance's new managed services offering called Pro Balance leverages the Kaseya solution to monitor workstations and servers in a customer's IT environment and provide continuous and proactive maintenance of the systems – whether the network spans one location or a main facility and several branch offices.

Kaseya's remote capabilities coupled with its powerful systems management features allow Data Balance engineers to gain access to any system on the network from a centralized Web-based management console. From anywhere with an internet connection, the engineers can update Windows security patches, deploy new software, upgrade existing applications or even run defrag scripts for regular maintenance. Engineers can also monitor the systems' performance and monitor for viruses, worms and spyware, and then clean up the computers' hard drives if any security threats are found.

"Kaseya allows us to proactively monitor and maintain our customers' IT environments from a distance, eliminating the need to go on-site and perform lengthy and costly system checks," Lawrence said. It's a big change from our break-fix days when we ran around reacting to issues. Now we simply cut them off before they occur."

## MSP Business Model Enables More Robust and Efficient Customer Service

As a result of Data Balance's new MSP business model, the company is able to better align its services with customer goals, including up-time service level agreements, performance benchmarks and budgetary requirements. By taking a proactive approach to systems management and having a better understanding and greater control over the IT environment, Data Balance is able to provide the level and scope of services the company's management always wanted to offer.

### Key Benefits:

- Data Balance is able to charge clients a flat fee for IT management, disconnecting engineers' billable hours from revenue
- Engineers have better visibility into customer environments, leading to a more proactive systems management strategy and enabling administrators to head off potential problems before they occur
- When downtime does occur, time to resolution has decreased from hours to minutes
- Repetitive IT tasks like patch management and software deployment is automated, making Data Balance engineers more efficient and allowing them to do more with less
- With more efficient engineers on the payroll, Data Balance is able to scale its business to meet customer demand

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-- Jon Lawrence, president, Data Balance

## About Kaseya

Kaseya is a global provider of Managed Service Automation (MSA) software for IT Solution providers and Corporate IT organization who benefit from deploying Kaseya's Systems management capabilities. Kaseya allows businesses to proactively manage distributed IT infrastructure easily and efficiently with one integrated Web based platform. Kaseya's technology has been deployed on over 1 mm machines in over 25 countries around the world.

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By being able to nip IT problems in the bud before they lead to bigger issues and by having the ability to manage and monitor systems from a central location without having to travel, Data Balance's engineers are much more efficient from a service delivery standpoint. Each engineer in the Pro Balance group is able to take on more nodes and more customers than their counterparts in the break-fix arm (now less than 10 percent of the business), allowing the company to scale more efficiently and more quickly to meet growing customer demand.

## Gold's Gym Franchises See Vast Improvement in Managed Services

One Data Balance customer—a group of four franchised Gold's Gyms in Tampa, St. Petersburg and Clearwater, Fla.—saw immediate change in the service they received from their IT service provider. The gyms' previous systems integrator could not guarantee availability of Aphelion, the company's main retail application that keeps track of member dues, conducts credit card transactions in the retail store and assists customer service representatives to sign up new members. According to Mellissa Johnson, office manager for the franchises, all four locations experienced severe periods of downtime over the course of several months, costing the company \$10,000 per month per location. In addition, the company's engineers were constantly working on the systems, inconveniencing end users and preventing them from helping customers. After firing their old systems integrator, the Tampa-area Gold's Gym franchises hired Data Balance to take over the management and monitoring of its IT systems. Data Balance leveraged the Kaseya solution to immediately audit the network and started undoing the damage the previous systems integrator had done over the years. Using Kaseya's remote technology, Data Balance engineers patched and updated all the systems on the network, ensuring they were running optimally and were secured properly from external threats.

"The difference between the two companies is night and day," Johnson said. "Data Balance seems to have a better handle on what our IT needs are and what is on our network. It's like they have a crystal ball."

All maintenance is done remotely through the Kaseya solution without end users even being aware that the system they are using is being monitored and updated. In fact, Data Balance engineers are barely even seen on location, eliminating the inconvenience customer service reps felt when the other systems integrator was hanging around. In addition, the proactive maintenance through Data Balance's Pro Balance services has eliminated downtime, ensuring that the employees have continuous access to the business applications they need to help customers and conduct retail transactions.

"Since Data Balance has taken over as our managed service provider we've experienced very little downtime, improving the productivity of our employees who in turn provide better customer service to our members, sign up more clients and sell more merchandise," said Johnson.