

ebook

MSPs and IT monitoring: innovation strategy and growth opportunities

Find out how you can create value-added services and new business opportunities with the Centreon IT monitoring platform



contents >

chapter 1

Accelerating digital transformation,
rethinking the MSP business

chapter 2

Smart Monitoring,
a business development lever for MSPs

chapter 3

Using Centreon to create
immediate value for your clients

conclusion

Smart Monitoring by Centreon:
your best ally to seize
new growth opportunities

chapter 1

Accelerating digital transformation, rethinking the MSP business



The world is changing, and so are your clients

The digital revolution did not change your mission as a Managed Service Provider (MSP): Ensuring your clients' IT systems are available and productive, through offering an array of customized managed services. From network monitoring to enhancing applications and cybersecurity, you do the job and you do it well.

You have been a partner in the migration to the wonderful world of the cloud - you might even have anticipated it - through services dedicated to hybrid infrastructure. Your daily task is to oversee the coexistence of legacy, private cloud and public cloud architectures to meet increasing needs for agility, as new business models rely more and more on IT.

"IT environments are becoming increasingly complex and it is essential for companies and their I&O to have a precise view of how the different types of infrastructure work and perform, as they support business operations and therefore the overall functioning of companies. More than ever, business performance depends on IT quality."

Olivier Gallet

Managing Director - MTF Quadra

No IT means no business

However, we are just at the beginning of the never-ending journey towards "modern" IT, requiring a complete transformation to become a full-fledged digital company, capable of implementing user-centric products, innovative business models and more agile organizations.

From cloud to edge, doing the same job, but better

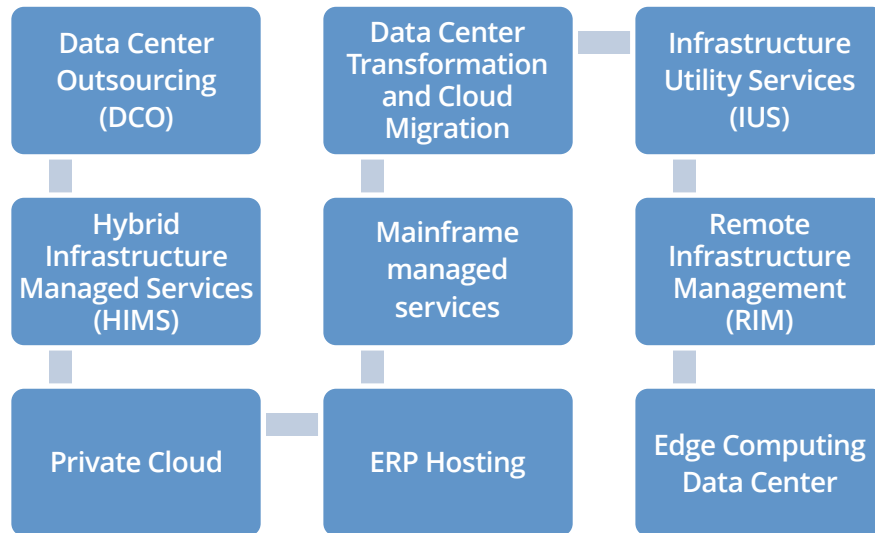
The digital business relies on a new generation of infrastructure. This was brought to light during the health crisis, with the exploding demand for digital work environments and contactless technology. The infrastructure must now be able to support companies from cloud to edge computing and IoT, so that people, processes and objects are better connected to deliver the ultimate customer experience.

"By the end of 2021, over 50% of large companies will develop at least one edge computing project to support IoT or immersive customer experiences, compared to under 5% in 2019."

Gartner

New expectations from your clients

In order to meet their new IT and business needs, companies are requiring new services and new expertise from their MSPs. Gartner has identified 10 key skills required by clients from their managed service providers:



New strategic challenges for MSPs

Considering the fast-changing market and reduced time-to-market, MSPs face a new challenge. MSPs must support their clients in their strategic shift towards the digital enterprise at the right time, while continuing to do their job well, thus:

- **Staying productive and profitable** despite the major changes in the business
- **Creating value for your clients** by offering ever-expanding and ever more competitive services
- **Expanding their scope of action** to integrate new infrastructure from cloud to edge computing
- **Identifying the right business models** in line with the evolution of the digital economy
- **Providing their clients with a view** of their IT system's performance in order to ensure its governance and communicate with the Lines of Business (LOB)
- **Meeting their clients' new needs** in terms of telecommuting, hybrid IT system, but also integrating edge computing and IoT.

"By 2024, at least 50% of the applications used in companies will be compatible with IoT."

Gartner

New growth opportunities

The success of digital companies fully depends on their ability to guarantee the performance of complex IT workflows, which are the key to delivering an innovative customer experience and enhancing business processes.

After the hybridization of IT systems, welcome to the era of IoT and the edge

Always in search of the ultimate customer experience, companies are now relying on IoT and edge computing to deploy interactive environments to provide their clients with a new quality of service (touch screen kiosks to order a menu, payment terminals coupled with a barcode scanner to do the shopping and so on).

But they can't do it on their own! MSPs have a part to play to help them manage an increasingly complex IT system on a daily basis.

From cloud to edge computing, imagining new types of services

This evolution in technology and behavior creates new growth opportunities for MSPs, integrating cloud as well as IoT and edge computing technologies.

“By 2023, two thirds of MSPs will be generating at least 50% of their income from managing their clients' edge environments.”

Gartner

MSPs are ready to expand their portfolio of services from traditional management of network infrastructure, security and data, to integrate remote and connected devices (IoT, mobile, edge computing).

This new service portfolio requires a reliable IT monitoring platform, capable of anticipating tomorrow's IT, ensuring a holistic view from cloud to edge and developing communication with the lines of business thanks to a business-centric approach.

“The arrival of the Internet of Things into business processes and services makes monitoring these assets more critical and more complex. Recent regulations are putting even more pressure on companies to consolidate and unify their IT governance, with monitoring and reporting remaining essential pillars.”

François Philippo

Business Development Manager - Econocom PSF

No transformation without monitoring

To seize these new opportunities, MSPs must first integrate a monitoring platform into their operations center, which will ensure operational excellence through a holistic view shared by their teams and their clients.

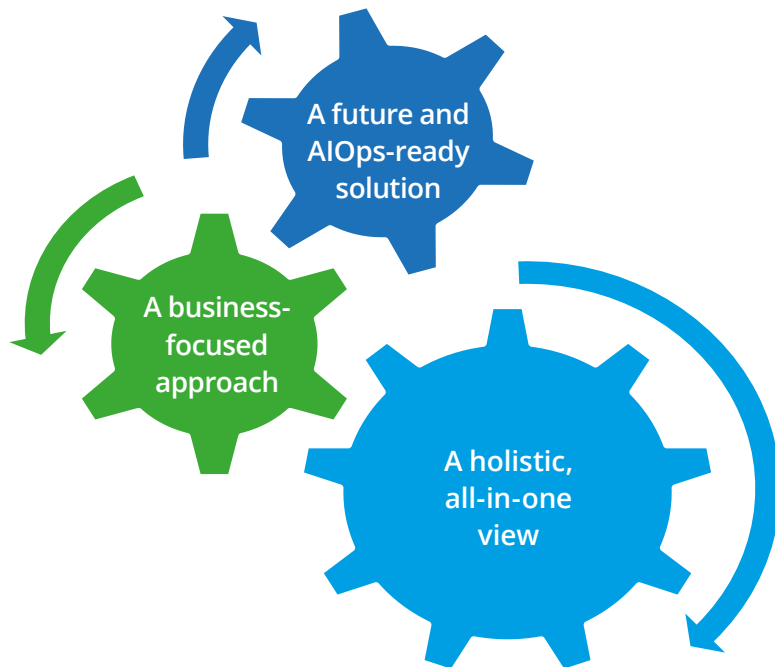
chapter 2

Smart Monitoring, a business development lever for MSPs



Smart Monitoring is called Smart for a reason

For a long time, IT monitoring was focused on the availability of equipment and services and restricted to the circle of ITOps. Today, it has evolved into a strategic function. Monitoring systems that were only generating alerts are replaced with business-centric systems offering a holistic view integrating all IT architectures. That is Smart Monitoring, and it's based on three pillars:



Having a holistic view

MSPs now need to monitor the entire IT infrastructure in order to have a holistic view, regardless of whether the client's IT system is in the cloud or at the edge. With Smart Monitoring, MSPs are meeting the latest client expectations. They become market leaders through these advantages:

- **No more blind spots**, all equipment, middleware and applications that support modern IT workflows are monitored.
- **Dynamic, automated update of the monitoring system** with auto-discovery features to monitor SDN, Cloud AWS and Azure.
- **Intuitive monitoring approach** automatically generating relevant, consolidated reports that everyone can understand.

"We support our clients in their projects to rationalize IT infrastructure and Centreon guarantees complete control of their production environments. For us, it really makes a difference."

Nathan Mangenot

Branch Director - NSI Luxembourg

Adapting IT operations to the Lines of Business (LOB)

Optimizing business performance will inevitably require aligning IT operations to a company's business goals. MSPs, just like I&O, must therefore be able to:

- **Map services** which are critical for LOB managers, including applications, middleware and infrastructure components
- **Produce top-down views** that can be shared with IT and business teams to promote client interaction and decision-making
- **Focus on business** with dashboards and reporting that take into account business activity, e.g. number of users, SLAs and so on.

“Customer Service Management teams use dashboards, maps and reports to manage customer relations on a daily basis. Dashboards and maps are used to monitor the availability and performance of services and reports are used as a baseline for discussion during monthly meetings with the clients.”

Morgan Berton

Head of Monitoring - Hub One

Relying on a future-ready solution

Developing new services in a constantly changing IT world requires seamlessly adopting new technology and practices by focusing on:

- Scalability to adapt to unique environments leveraging the power of APIs and open-source technologies
- Scope for a consolidated view of distributed infrastructure and remote teams on a national or global scale
- AIOps readiness integrating artificial intelligence and machine learning to detect anomalies, implement predictive analysis and correlate events.

Smart Monitoring opportunities are within reach

Beyond its strategic contribution to IT governance, Smart Monitoring is a genuine tool for productivity, profitability and value creation for MSPs who strive to distance the competition. Using Centreon, they can get ahead now.

chapter 3

Using centreon to create immediate value for your clients

Thanks to Smart Monitoring, MSPs will no longer have to choose between improving productivity, creating high value-added services and ensuring profitability. This is why we have designed an edition of our Centreon monitoring platform dedicated to MSPs, with a business model that's perfectly adapted to the requirements of the new digital world.



Creating a more efficient operations center

Your operations center is the hot spot where teams provide clients with the best service. They monitor and manage infrastructure, conduct maintenance, manage tickets and troubleshoot or upgrade client systems.

Using Centreon MSP Edition, a monitoring platform dedicated to MSPs, you can centralize the monitoring data of all your clients within a single console and a unified user interface, the management and efficiency of your operations center.

To do so, you are assisted by a range of features:

- **Centreon Pollers** collect monitoring data remotely or locally at your client's site.
- **Profile-based access control** helps you organize teams efficiently and manage confidentiality.
- **Remote servers** provide your clients with a holistic view of their infrastructure without compromising security.
- **The API-centric approach** integrates the monitoring platform with other ITSM or ITOM tools.
- **Over 400 ready-to-use monitoring connectors ensure the full length of the IT system can be monitored.**
- **The auto-discovery engine** enables an always up-to-date configuration even in a cloud or software-defined environment.
- **The Web user interface** provides an intuitive user experience increasing your teams' productivity.

A few testimonials from some MSPs

"We use Centreon to make sure we can see problems before our clients do. The reporting aspect is also valuable, as are the event diaries. With them, we can have an immediate view of any malfunction."

Kadri K.

Monitoring Expert - Santa Monica Networks
[Read the IT Central Station review](#)

"With Centreon we are sure to respond quickly in the event of an incident or performance downgrading, with reinforced control of contractual service levels, and we can really improve the experience of our clients."

Morgan Berton

Head of Monitoring - Hub One

"Econocom PSF's Centreon offer guarantees our clients quality and follow-up for all their IT services. In a single interface, they have all the information to monitor and quickly take action if necessary."

François Philippo

Business Development Manager - Econocom PSF

"Greater anticipation means fewer emergency interventions, the number of tickets opened has already decreased by 15%. This benefits both clients and internal teams."

Christian Villain

Technical Director - NC2
[Read the full story](#)

Offering a more innovative portfolio of services

Beyond competitive pricing, you need to define your unique value proposition. Centreon MSP Edition brings you all the flexibility you need to create an innovative portfolio of services, in line with your clients' expectations and creating value for them.

As a result, you keep loyal clients stay and your business thrives.

"We deliver value-added services on IT failure detection and anticipation, change management and on-premise, private/public cloud and SaaS infrastructure status reporting. Centreon helps us provide our clients with customized, technical or business-focused dashboards."

Nicolas Grehier

CTO - Eva Group

Here are some examples of monitoring services being part of a complete and innovative portfolio of managed services:

- **Proactive monitoring** to anticipate anomalies
- **A morning-check dashboard for your clients** informing them their IT system is functioning properly every morning
- **Real-time visibility** via customized and shared dashboards
- **Weekly and/or monthly SLA reports** demonstrating the quality of service delivered according to your commitments
- **Implementing a dedicated remote server to share operations** between internal resources and your teams
- **Managing your clients' on-premise, cloud, edge and IoT environments.**

"With Centreon, we have enhanced decision-making capabilities aided by the decision-making tool for managers. By centralizing key data and customizing KPIs, MTF Quadra offers its clients a complete, powerful management tool. These tools help companies make quick, efficient strategic decisions in response to changes in their business."

Olivier Gallet

Managing Director - MTF Quadra

Managing ROI and paying the fair price

The Centreon MSP Edition includes all the advantages of the Centreon platform. Pricing is perfectly tailored to the needs of the MSP business. It's an answer to a lot of tough questions: How can I anticipate the evolution of my monitoring capacities without taking a financial risk? How can I afford increased capacity while developing new business? How can I manage profitability even when losing clients?

Pay-As-You-Grow, the fair price for MSPs

We wanted to solve all of your concerns so we came up with a new type of pay-per-use, pay-per-demand pricing system for our MSP clients.

"With Centreon, you can predict and control costs, and you can easily develop the pricing systems most suited to your new range of services. Q.E.D.!"

Pierrick Martel

Product Marketing Manager – Centreon



A simple pricing scheme:

- We determine a custom, basic monthly subscription fee based on your needs, providing access to a certain number of Centreon MSP Edition licenses (250, 1,000, 5,000 or 10,000).
- We set the price for additional licenses based on your estimates.
- Every month, we automatically check the average number of monitored equipment. Only monitoring for additional equipment will be invoiced.

Building value through partnership

Beyond designing a high-performance product and an innovative pricing scheme, we are also committed to building an ongoing partnership with your MSP business.

Our technical, marketing and sales teams work hand in hand with your people, helping you get the most out of the Centreon platform and develop a competitive, profitable offer.

“Everything about Centreon is positive, but the key lies in the teams. A product is a product. It can evolve, thanks to AI for instance, but the partnership with Centreon is the most important factor!”

Cyril D.

Product Manager IT Project Manager – Proservia
[Read the full IT Central Station Review](#)

Use Centreon to get ahead of the competition and enhance the customer experience

Through Smart Monitoring with Centreon, you gain efficiencies, you build an innovative portfolio of services, and create value for clients.

Proactive teams can support new and innovative domains (such as edge and cloud computing) and ensure IT services are evolving at the same speed as market expectations. Your clients will feel confident that their digital business is in good hands.

You are winning market share and taking your clients on the path of Smart Monitoring.

“For our clients, Centreon doesn’t come as an option. The package is integrated as standard in the managed services contract, allowing every client to check that NC2 is in line with the SLA commitments at any time. For us, this is a real competitive advantage that has enabled us to develop client commitment and, more generally, to strengthen our brand image.”

Christine Ruggiero

Sales Director - NC2
[Read the full story](#)

Conclusion

Smart Monitoring by Centreon: your best ally to seize new growth opportunities

Modern MSPs must guarantee their clients the availability of their services and IT systems to help them reach their full performance potential. In search of key skills to meet the new challenges of an increasingly digital world where everything relies on IT, companies are turning to MSPs to help them manage new technologies such as AI, edge computing, cloud and IoT.

While these new technologies make infrastructure management more complex, they are also a new source of opportunities for MSPs who are able to take full advantage of them. That's what Smart Monitoring will allow you to do by taking you one step further to support your clients' operational excellence.

More than just an available IT system, you provide your clients with high-performance and innovative services, in line with business needs. You are completely transparent with your clients, providing them with a clear, holistic view on their IT system, in line with their strategic goals. Monitoring has become essential for any MSP wishing to stand as a partner for its clients and accompany them into a new digital era by providing them with a clear, complete, business-oriented view of their IT operations.

Let's face the tomorrow's IT challenges together and seize the new growth opportunities they bring!

Want to switch to Smart Monitoring?

[Learn more about Centreon MSP Edition.](#)

Sources

« Magic Quadrant for Data Center Outsourcing and Hybrid Infrastructure Managed Services, Europe » Gartner

"Market Insight: Tech CEOs of Infrastructure MSPs Can Seize Growth Opportunities Through Digital Touchpoint Services" Gartner

[IT Central Station - Centreon reviews](#)

Centreon is a global provider of business-aware IT monitoring for always-on operations and performance excellence. The company's AIOps-ready, business-aware IT monitoring platform is renowned for its unique ability to monitor today's complex and converging infrastructures, from Cloud-to-Edge. Privately held, Centreon was founded in 2005 with roots in open source software. The company continues to steward a dynamic open source framework and a growing, vibrant global community of 200,000. Today, Centreon is trusted by organizations of all sizes across a wide range of public and private sectors. Its head offices are located in Paris and Toronto, with sales offices in Geneva, Luxembourg and Toulouse.

**For more information,
visit www.centreon.com**