

Company Profile: Panacea is a leading IT business solutions provider offering systems integration and outsourced IT services to local businesses and the UK mid-market.

Website: www.panacea.co.uk.

Business Challenge: Panacea provides solutions ranging from CRM, Business Intelligence, Development, ERP and Infrastructure – but a combination of reactive break/fix and pro-active managed services are wrapped around all these solutions. In fact, managed services revenues account for approximately 45% of the business across all of its disciplines. Following years of conducting manual pro-active managed services, Panacea wanted to automate common IT support processes to increase productivity and service continuity within the organisation and its customers.

Solution: Panacea's managed services division is now underpinned by the Kaseya IT Managed Service software. The integrated web-based solution provides a raft of services – from PC remote control and support to patch management, networking monitoring and alerts, software updates, help desk and network policy enforcement. Panacea's in-house team of developers designed and programmed a number of retail-specific solutions using the Kaseya software allowing engineers to monitor exactly what is going on within the EPoS system – such as the CPU temperature and airflow.



Automation – Panacea's Proactive Approach to Managed Services

Panacea, based in Basingstoke for more than 20 years, is a leading IT business solutions provider offering systems integration and outsourced IT services to local businesses and the UK mid-market. With a 100-strong team of employees, the company recently moved to a larger head office in Hook, Hampshire driven by a combination of rapid growth and the desire to consolidate operations.

Following years of conducting manual pro-active managed services, Panacea's Chairman and CEO Tim Bittleston took the decision in April 2007 to introduce an automated solution from global IT automation software provider Kaseya. One year later, 2,350 users across 30+ customers' are supported by a Kaseya-enabled managed service. These range from specialist retail monitoring solutions to remote working support and asset management across a broad spectrum of clients, in turn, increasing productivity and service continuity within the organisation.

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Managed Services from the Top

Following a management buy-out in 2006, Panacea has seen a near 25% per annum organic growth across the business achieved by signing up between five and 10 customers per month. Yet installing any new application on client systems requires time for not only evaluation but for the full business advantages to become apparent. However, Bittleston had a clear vision to drive Kaseya into Panacea's current business solutions.

Bittleston explains, "Kaseya caught my eye as it's way ahead of the game. I introduced the software to my tech guys and their response was overwhelming. It was a no-brainer; our managed services division accounts for a significant part of our business – Kaseya now underpins that delivery."

Mike Olpin, Commercial Director, comments, "Following our initial implementation, we soon realised managed services could develop into a significant revenue stream for us and we are now making it a definable part of our organisation rather than it just overlaying on top of the existing organisation."

"We've been commercially deploying solutions for twelve months and have now bedded the software into our own processes. It's a natural opportunity for up-selling. We see this as a tool for securing our existing clients but also as a tool that can spearhead new business. In our view, it has both aggressive and defensive qualities."

Cashing In

Within Panacea's development team they have designed and programmed a number of retail-specific solutions using the Kaseya software. This allows Kaseya to monitor exactly what is going on within the EPoS base unit – such as the CPU temperature and airflow.

Barry Wakelin, Solutions Director, says, "Imagine someone puts the till roll in incorrectly or leaves a sweatshirt over the fan on the back of point-of-sale system. Really basic things like this cause the majority of issues in retail environments. By careful monitoring of temperatures and other signals we can now pick these sorts of problems up using Kaseya. The fact that Kaseya is an open model enables us to integrate our customer solutions within it easily. This is just the first of industry-specific solutions our application integration teams plan to deliver using Kaseya."

Remote Control

Panacea is increasingly seeing remote working on the increase across its client base and Kaseya is now aiding in the management of every technician's nightmare – the laptop.

Wakelin comments, "Once you deploy a desktop configuration to a remote user it's very difficult to control that desktop once it has left your environment. Kaseya effectively enables us to control that remote user. Upgrading anti-virus, Microsoft patches, controlling software deployments on that machine or even monitoring operational performance. We can now effectively manage all remote users and ensure their machines stay in line with our clients' IT security expectations."

Kaseya agents are deployed on each client machine, which push data back out to Panacea - bypassing firewalls and removing the need to setup complex VPN settings for each machine.

Pro-active Monitoring

Panacea has calculated the cost of delivery to customers on managed service contracts has reduced by 10-15% since using Kaseya. This move has also reduced the number of service calls by up to 20%.

Barry Wakelin comments, "Using Kaseya allows our engineers to visit clients at the same frequency but the calls take on a very different approach. Our site visits are now proactive rather than being reactive."

"Previously, under the break/fix model, engineers had to drive to a client location, assess the issue, order the part, then go back and fix it. Now we can look up the machine on the system, get the serial number for a faulty part, and engineers can visit the site with the new part and make the repair. The economic, environmental and time-saving advantages of managed services are clear to see."

Service Continuity

What could two days downtime cost a business? Panacea's Mike Olpin explains how previously a client lost £200,000 a day when a RAID controller failed during the night. Now Kaseya allows engineers to monitor the state of hard drives, BIOS, temperatures and patches 24/7.

Olpin describes, "software and firmware patches going wrong can cause massive problems. Just recently we had a failing RAID controller and Kaseya picked up a firmware-software mismatch. Immediately we were able to send an informed engineer to conduct the necessary repair work. If that had been done on break/fix basis that client could have faced two days downtime. Engineer visits only see a system at a spot point in time. The real value of Kaseya is the 24/7 monitoring."

Key Benefits

- Panacea has calculated that the cost of delivery to customers on managed service contracts has reduced by 10-15% since using Kaseya.
- The Kaseya 'many to one' license means that a single installation of Kaseya can support numerous different customers increasing price flexibility
- Kaseya has enabled Panacea engineers to reduce the number of service calls by up to 20%.
- Kaseya provides monthly reporting which is used to demonstrate to Panacea's customers both existing performance and to identify possible system enhancements

"Kaseya has been integral to the growth of our managed services. By adopting automation, we have both improved the service level that our clients receive and reduced the cost of delivery."

--Mike Olpin, Commercial Director, Panacea Ltd.

Asset Management & Productivity

Panacea's clients have increasingly been demanding help and support with asset management, productivity and auditing obligations. Barry Wakelin says, "Facebook, iTunes, and the management of illegal software are taking up a tremendous amount of our clients' time. Using Kaseya we can wipe rogue applications easily, block them through firewalls and proxy servers or help them warn offending users."

Reporting

Visibility is vital for managed service providers who must be able to demonstrate the value of their services. Panacea has embraced Kaseya's detailed reporting into its clients' quarterly reviews. Mike Olpin explains, "We examine results of our monitoring and all the various alerts that have been triggered by Kaseya. This enables us to come up with technical recommendations based on the findings of Kaseya over that three month period." For example, disk storage levels hitting dangerous levels or repetitive back-up failures will be clearly identified.

Olpin believes there is now a completely different level of customer care required for automated managed services. He says, "Previously, customers saw what we were doing before because their system was down. Now, we often end up in situation when there is no downtime on systems in the annual review on customers. We need to therefore proactively show the customer what we are doing or they don't see the value of our services. Kaseya's reporting system is rigorous enough for us to effectively illustrate all of our work to our clients."

"Kaseya has been integral to the growth of our managed services," concludes Olpin. "By adopting automation, we have both improved the service level that our clients receive and reduced the cost of delivery."

About Kaseya

Kaseya is a global provider of IT automation software for IT Solution Providers and Public and Private Sector IT organizations. Kaseya's IT Automation Framework allows IT Professionals to proactively monitor, manage and maintain distributed IT infrastructure remotely, easily and efficiently with one integrated Web based platform. Kaseya's technology is licensed on over three million machines worldwide.