

Kaseya 2: IT Automation that scales from SOHOs to Large Enterprises

Abstract

Kaseya has reengineered its flagship IT Automation Framework from the ground up. The Kaseya 2 family of products is now generally available, providing a more extensible and effective IT automation and management solution. Built for greater scalability, extensibility and functionality, the Kaseya 2 products are being delivered as both SaaS and on-premises offerings. ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) analysts believe this product family introduction lays the groundwork for greater marketing opportunities for Kaseya and a more cost-effective and reliable support infrastructure for its customers.

Introducing Kaseya 2

In February 2010, Kaseya announced the official general availability of the Kaseya 2 IT Automation Framework, a completely re-architected release of its popular IT management solution that is designed to provide a single-pane-of-glass interface for managing IT infrastructures from very large enterprise customers to very small SOHOs (small offices/home offices). The Kaseya 2 architecture includes full multi-tenancy and scalability so that it can be optimized as either a software as a service (SaaS) or on-premises solution. The SaaS solution is available in four distinct offerings that are designed to scale with a variety of business sizes and IT automation requirements:

- Kaseya Free – provides simple, secure and free remote computer access
- IT Toolkit – easy to use set of tools for instant remote access and troubleshooting
- IT Workbench – fast and efficient remote access, support and remediation
- IT Center – proactive IT service delivery through integrated automation with help desk, real-time monitoring, management reporting, scheduling, asset and patch management capabilities.

All four products are fully integrated and scalable, so users never have to change platforms to expand their service – they simply upgrade to the next level of functionality.

Medium to large organizations can be serviced on-premises with the full complement of applications by purchasing the Small and Medium Enterprise Edition or the Enterprise Edition of the product family. Migration from the SaaS solution to the Small and Medium Enterprise Edition or the Enterprise Edition is simple, as both versions use the same agents and data management processes.

Building on a Foundation in IT Automation

Kaseya was founded in 2003 with the goal of providing solutions that would enable IT professionals to take control of their IT infrastructures. Kaseya introduced the IT Automation Framework, which provides an integrated set of features including patch management, software deployment, remote desktop management, server monitoring and alerting, computer inventory, service desk, audit, and reporting. The agent-based solution is managed from a centralized Web-based console and was designed to achieve ITIL-based service delivery. Additional products and applications have also been developed for backup and disaster recovery, desktop migration, desktop policy management, endpoint security, patch management, and computer inventory and audit.

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Kaseya offers both enterprise and managed service provider (MSP) editions of the product. Although the solution scales to support very large infrastructures, Kaseya primarily saw significant marketing inroads with mid-sized businesses for the enterprise version. Roughly 70% of Kaseya's existing customers, however, are MSPs. Recognizing the significant growth potential in this market and to better support its existing customers in the managed service space, Kaseya reengineered its flagship product for greater extensibility and scalability.

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Kaseya 2 does not represent the end of the development cycle for Kaseya – rather it is the beginning. The new architecture is designed to provide the groundwork from which Kaseya can expand into an entire end-to-end IT infrastructure management suite. In fact, development is well underway for soon-to-be-released Asset management and CMDB solutions to support advanced change, release, and risk management processes. Additional functionality, improvements and applications will constantly be developed to continually broaden the scope of its service management capabilities. The ultimate goal is to provide a truly complete management solution for service provider and Enterprise customers of all sizes.

New Functionality

Along with the fundamental redesign towards scalability, Kaseya 2 has been developed with a broad range of new and enhanced functionality. A few of the more significant of these included:

- **ITIL Based Service Desk** – provides processes and workflow capabilities for incidents, problems and changes that are consistent with the best practices outlined in the Information Technology Infrastructure Library. Workflow capabilities help to manage physical assets, financial resources and staff.
- **Simplified User Interface** – an improved, easy-to-use GUI enables more intuitive navigation allowing IT personnel to more quickly identify and resolve problems while reducing staff training time.
- **Live Connect** – enables remote access to managed endpoints without the need for full remote control of the systems. Command line, registry, file, performance, log, and remote desktop connections can be made to meet configuration, monitoring and remediation process requirements.
- **Enhanced Scheduler** – more comprehensive time and day periodic scheduling capabilities and load-balancing functionality enable more flexible and effective automation.
- **Extensibility** – includes APIs and Web services that allow users to create and customize add-on capabilities to address end-to-end IT requirements.

EMA Perspective

The traditional IT service model of costly in-house technical support is facing a paradigm shift. Both SaaS services and MSPs have seen an explosion in growth in recent years and cloud service providers seem poised for a surge in deployments in the near future. The reasons for this are clear – a single support vendor can provide a much more comprehensive and cost-effective solution for a large group of clients than any of those organizations can achieve independently. This is particularly true for SMBs where staff, knowledge, budget and time restrictions have often prevented them from implementing effective IT service management. In fact, the majority of IT management products on the market today were developed specifically for large enterprises

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since they were perceived to have the greatest marketing potential, leaving SMBs without the IT resources to compete with their larger competitors.

By marketing to SMB through a SaaS solution, Kaseya is harnessing the market strength of a vast and mostly untapped potential customer base. According to EMA primary research, 90% of top 1000 revenue makers in the US have already invested in automated management solutions, but less than 10% of the remaining business community (principally SMBs) utilizes automation tools at all. With technology becoming increasingly essential to achieving profitability for even the smallest of enterprises due to a reliance on Web commerce and digital communications, the need for ensuring reliability in IT implementations has never been greater.

Although there has been some speculation that adding a SaaS model is a radical change of direction for Kaseya, the introduction of Kaseya 2 is really just a continuation of the marketing model in which Kaseya has seen the most success. As mentioned, the majority of Kaseya's existing customers are MSPs. With the new multi-tenant architecture solution, MSPs will now have the opportunity to offer Kaseya's functionality either by implementing the Master IT Service Edition or by leveraging the SaaS solution. This means that the solution will better scale with the MSPs themselves, as well as their customers.

The extensible SaaS offerings will also alleviate much of the pricing model challenges Kaseya has seen on the earlier edition. Although an automation suite is more cost-effective than purchasing licenses for an equivalent number of individual point products, the savings is negated if only one or a few features are actually utilized. Now, customers can choose the framework level and add-on products they wish to purchase to best meet their specific organizational requirements within budgetary constraints.

With the introduction of the Kaseya 2 platform, Kaseya is poised for significant expansion into the small- and mid-markets, bringing ITIL-based best practices for IT service management to organizations that otherwise would be challenged to achieve optimal levels of supportability of their IT investments. Enterprise Management Associates applauds Kaseya for its new development and marketing philosophy and recommends organizations of all sizes looking for comprehensive IT service management implement the Kaseya 2 Automation Framework either as a SaaS implementation, an on-premise deployment, or through a third party MSP vendor hosting the product.

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About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that specializes in going "beyond the surface" to provide deep insight across the full spectrum of IT management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise IT professionals and IT vendors at www.enterprisemanagement.com or follow EMA on Twitter (http://twitter.com/ema_research).

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