



# **An MSP IT Observability Guide**

*Unlocking new opportunities and driving business values to their clients*

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## Challenges for Today's Enterprise

An enterprise today has to be a digital enterprise. The use of technology in all aspects of the business – sales, marketing, operations, finance, manufacturing, logistics, employee and stakeholder engagement, and management is critical to the long-term success of the enterprise. The use of technology promises to generate cost savings, create revenue growth, improve stakeholder experience, and to deliver more profits for the enterprise.

As a result, digital transformation has become a powerful engine for economic growth. According to **the World Economic Forum**, more than 60% of the global GDP in 2022 depend on digital technologies.

As enterprises transform their business process with digitalization and technology usage, any downtime will cause disruption to the business. **Gartner** estimates that a minute of downtime costs an average enterprise \$5,600. Furthermore, downtime impacts the enterprise in other ways. Share price, company reputation, and customer and employee satisfaction are all impacted by downtime.

Another major challenge is the cybersecurity threat. The Center for Strategic and International Studies estimate that cybercrime cost the world economy US\$1 trillion in 2020, and the threat continues to grow each year.

In order for an enterprise to fully benefit from digitalization, it must be able to exploit its benefits while managing the risks and threats associated with it. The enterprise must also have an IT infrastructure that is reliable, available and secure.

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## What is an Observability Platform?

An Observability Platform is a tool that provides real-time monitoring and analysis of an organization's IT systems and infrastructure. It integrates and aggregates data from multiple sources, including log files, metrics, traces, and events, to provide a comprehensive view of system performance, behavior, and health.

## How does the Observability Platform enhance the capabilities of MSP?

An Observability Platform can help the Managed Service Provider (MSP) proactively identify and troubleshoot problems, improve system performance and reliability, and better understand their clients' systems for informed decision-making.

The MSP relies on a system that would allow them to gain visibility to the enterprise network, provide alerts and notifications, allow automation and integration to other systems to ensure efficient workflow from problem identification to resolution.

An observability platform can benefit the MSPs in several ways:



### Enhanced visibility

MSPs can use observability data to gain a deeper understanding of their clients' systems and make informed recommendations for optimization and improvement.



### Improved efficiency

MSPs can use observability data to quickly identify and troubleshoot issues, reducing downtime and improving overall system performance.



### Higher customer renewal

With real-time actionable insights, MSPs are able to proactively and promptly resolve issues. This leads to improvement in customer satisfaction and renewal.



### Increased profitability

By reducing downtime and improving system performance, MSPs can improve their bottom line and increase profitability.

## NetGain Collaborative Approach with MSPs

NetGain has established strong and lasting partnerships with MSPs that have strengthened over time. The key value propositions that NetGain offers to MSPs are:



### Single pane of glass solution

The NetGain product portfolio works seamlessly together. The GUI is unified and developed for better UX of the users. The solution is feature-rich and yet easy to use. Under the hood, NetGain uses Elasticsearch as the database, and this unified approach allows high performance and the ability to use standardized data for analysis.



### Rapid deployment with SaaS

The single pane of glass approach offers MSPs a consolidated view of their clients' instances, offering benefits such as fast deployment, subscription costing, scalability and flexibility. With NetGain's easy-to-install emedge software, users can begin device discovery and monitoring in just minutes, allowing MSPs to start the billing promptly. This streamlined process empowers MSPs with a fast, efficient and cost-effective solution for their clients.



### Training and support

NetGain offers comprehensive training and support to ensure MSPs are equipped with the knowledge or skills to provide high quality service to their clients. This includes ongoing training and resources that help MSPs stay up-to-date with the latest industry trends and best practices.



### Customizable and flexibility

NetGain understands that the MSP runs a multi-vendor operations, and as such, NetGain has the capability to customize its software to meet the specific needs of various systems, including trouble-ticketing, notifications, reporting etc. This level of customization is highly valued by MSPs as it allows the software to integrate seamlessly into their workflow.

***"For a successful MSP partnership engagement, it is important for both parties to have good communications at the outset and throughout the engagement, and to continue to seek ways to work better together."***

***- Mr Cedric Lim, Managing Director of Embrio Enterprises Pte Ltd***

***"NetGain's Observability Suite has especially strengthened our MSP service offerings to our customers in Singapore and the region, allowing us to better manage their ICT operations and provide them with relevant insights on optimizing their use of ICT."***

***-Mr Giam Kai Boon, Director of Data Connect Technologies***

## Why do Enterprises use MSPs?

MSPs have been growing at a steady pace in the recent years. According to IDC and MarketsandMarkets, the global managed services market size is expected to grow at double digit rates over the next few years.

As enterprises digitalize, they increasingly reach out to MSPs to assist them. Enterprises use managed service providers (MSPs) for a variety of reasons, including:



### Cost Savings

An enterprise reduces its upfront IT investments as MSP provide services on a subscription basis. MSP offers cost-effective IT solutions and is capable of efficiently handling large scale operations.



### Expertise in IT management

As MSPs are specialists at running IT operations, they have the skills and experience that an enterprise may find difficult to acquire and retain.



### Scalability

MSPs can help an enterprise scale its IT services to meet changing needs, creating more flexibility for the enterprise.



### Risk management

MSPs provide the expertise to manage risks, such as data loss, security breaches, and downtime. They are equipped with the right tools and expertise for rapid threat detection and response.



### Compliance

MSPs can help enterprises streamline regulatory compliance, such as HIPAA, PCI-DSS, SOC2, ISO27001, without the need for them to invest in additional tools.

## What do MSPs look for in the Observability Platform?

The MSP relies on a system that allows them to gain visibility to the enterprise network, provide alerts and notifications, automate routine jobs and integrate to other systems to ensure efficient workflow from problem identification to resolution.

The monitoring system has to be the following:

### > **All-in-one platform**

The solution has to be able to perform infrastructure monitoring, logs and security management, and application management. The solution has to support different brands and data types, including device metrics, syslogs, SNMP traps, traces and so on. The data must be able to be normalized so that automated data analyses can be applied. The solution must provide management dashboards, predictive analytics and reports for both business and technical users.

### > **SaaS solution - speed, scalability, flexibility**

Speed to revenue is very important for the MSP. For efficient billing for the MSP, the solution must have a fast deployment time. On top of that, the SaaS solution must be designed for scalability and versatility, enabling the MSP to easily increase or decrease usage as needed.

### > **Low-cost**

MSP operates on a tight margin. The ideal solution must be low-cost and aligns with the MSP revenue streams.

### > **Minimal operations team required for efficient functioning**

Human resource is a major cost and challenge to the MSP. The solution has to be user-friendly, able to automate manual tasks and possess AI Ops capabilities to aid in decision-making. The MSP can rely on the vendor's expertise to ensure the solution aligns with their workflow.

### > **Opens up opportunities for increased customer sales**

The solution should allow the MSP to boost their recurring revenue from customers. Possible upsell opportunities for expansion should include the management of IoT and OT systems, as well as additional services around compliance and security management.

## NetGain Observability Suite

NetGain Observability Suite is a unified platform that offers metrics, logs and traces monitoring and management.

NetGain Observability Suite is made up of the following modules:

- Infrastructure Monitoring
- Logs Analytics
- Security Analytics
- Application Performance Monitoring (APM)
- Network Traffic Analytics (NTA)
- Network Configuration Management (NCM)

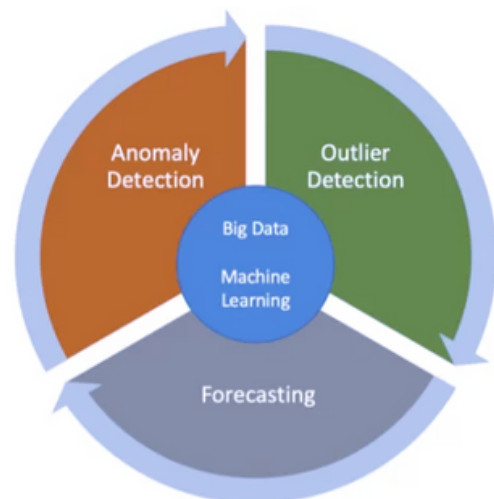
Customers may buy the modules separately.

## AI-assisted Operations (AI Ops)

NetGain AI Ops maximizes IT uptime and effectiveness by harnessing AI to augment and assist in infrastructure problem identification and resolution. With observability, enterprises collect massive volume of data from metrics, logs and traces ,and machine learning helps IT department to identify issues and resolve them quickly.

There are three functions of NetGain AI Ops:

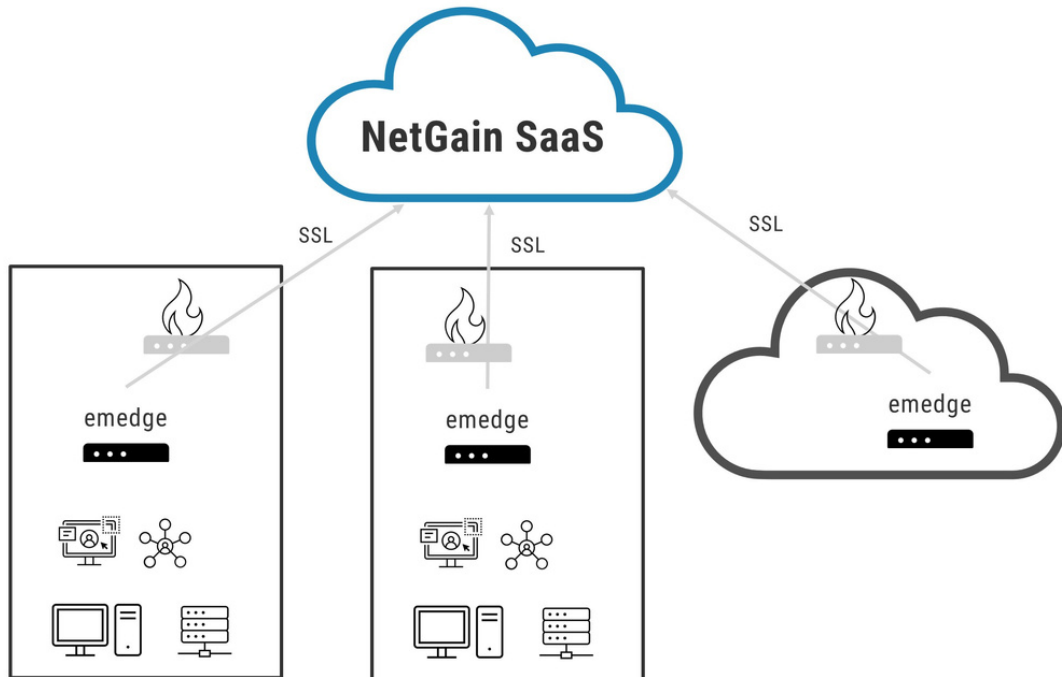
- Forecasting
- Anomaly detection
- Outlier detection



With AI Ops, IT Ops team improves their effectiveness and Mean Time To Recovery due to better identification of root cause, and better manage IT budget through better forecasting of capacity requirements.



## How NetGain works?



At the user location, the user will need to install a lightweight software called NetGain emedge. This software collects the metrics, logs and traces data from the IT components at the location, and then pushes the data through a secure link to NetGain SaaS.

NetGain emedge can be deployed in a single site, or over multiple sites. The enterprise can also deploy NetGain emedge in a hybrid environment, such as a combination of on-premise, public and private clouds.

NetGain emedge can be installed in a server or on a virtual machine.

NetGain SaaS processes the data and the user will access NetGain SaaS to use the observability suite offerings.

 **CASE STUDY 1:**

# Eliminating losses from unplanned outage for a global bank



### Client Base

- Major enterprises in Hong Kong and China, in finance and manufacturing sectors

### Challenge Faced:

- It costs the client USD 50million per hour for unplanned outage

### Business Impact:

- Consistently met SLA for the client

## Service coverage?

Manage and maintain SLAs for applications, databases and systems.

## How did NetGain help them?

The MSP is responsible for managing the network and systems of large enterprises, including a major global financial institution. The network comprises legacy systems with old operating systems and spans multiple vendors. NetGain provides visibility into the infrastructure and alerts the NOC to prevent downtime, which can cost the bank USD 50million per hour

The MSP has found NetGain solution to be comprehensive and more flexible and offers cost-savings compared to the previous system they were utilizing.

*With NetGain's comprehensive and flexible solution, we have complete visibility into our infrastructure and are alerted to any potential issues before they can cause any disruption. This has not only saved us valuable time, but it has also resulted in significant cost-savings compared to our previous system.*



## CASE STUDY 2:

# Centrally manage complex networks across 28 districts in China



### Client Base

- Oil and Gas industry

### Challenge Faced:

- Complex infrastructure reduces network issue visibility and bottleneck identification

### Business Impact:

- Cost savings and higher SLA

## Service coverage?

Centralized monitoring for remote sites related to network services.

## How did NetGain help them?

To accommodate the complex business structure of the oilfield, a distributed deployment mode was implemented, with NetGain EM hardware devices deployed to manage the core network equipment of the Oilfield Administration Bureau and other secondary units separately. Each device generates a network topology map using automatic Layer 2 topology function and continuously monitors network link status in real-time.

The MSP was then able to log in and examine real-time link connections with secondary units, and to obtain network topology of the secondary unit level for centralized management. NetGain infrastructure monitoring facilitates 24/7 network monitoring, enabling the MSP and their client to focus on other tasks and enhance their IT services.

***Managing the oilfield network was a challenge until we implemented NetGain infrastructure monitoring. With real-time monitoring and automatic functions, we efficiently managed our complex network, resolving issues faster, and enhancing IT services.***

 **CASE STUDY 3:**

# Regional MSP cut time to revenue by four weeks



### Client Base:

- Medium-sized enterprises across industries, including retail and healthcare

### Challenge Faced:

- Competitive market and cost pressure

### Business Impact:

- Cut time to revenue by four weeks

## Service coverage?

They provide services for infrastructure health management and logs management. They operate 24-hour NOC and SOC services.

## Were they using other product?

They were using a competitor's product. They found the competitor solution to be very expensive to maintain, and require a big team to operate. NetGain helped them to migrate over, and ensured a smooth transition for the end customers.

## How did NetGain help them?

NetGain's SaaS offering was highly appreciated by the MSP as it could be rapidly deployed without requiring any infrastructure setup or software installation. By offering dashboards, alerts and reports, NetGain SaaS helped the MSP decrease their time to revenue by four weeks and increased customer satisfaction.

***NetGain's SaaS solution met our needs as an MSP by being effective and cost-efficient. It was easy to deploy without the need for infrastructure setup or software installation saving us time and resources. We streamlined operations, decreased time to revenue, and transitioned seamlessly with NetGain's support.***

 **CASE STUDY 4:**

# Maintaining best-in-country rating



## Client Base

- Consumers and enterprises ranging from SMBs to large corporations

## Challenge Faced:

- Highly competitive market with focus on service level and pricing

## Business Impact:

- Consistently exceeded SLA and maintaining highest rating in the industry

## Service coverage?

The telco manages the network, from core to distribution to CPEs, for over 1 million enterprise customers.

## How did NetGain help them?

The telco deployed NetGain's observability suite to monitor devices across its core, distributed, and CPE network. This led to an increase in operational productivity due to automated workflows and tasks.

One of the telco's key focuses was exceeding its enterprise customers' expectations. They were able to identify and replace failed CPE equipment proactively, minimizing customer inconvenience.

Thanks to these efforts, the MSP consistently exceeded SLAs and was rated the best in the country.

*“With the deployment of NetGain's observability suite, we have experienced a significant increase in productivity due to automated workflows and tasks. The proactive identification and replacement of failed CPE equipment have minimized any disruption to our operations, allowing us to focus on our core business.”*

 **CASE STUDY 5:**

# Maintaining 100% customer renewals for three consecutive years



### Client Base:

- Government agencies and other large enterprises in Singapore

### Challenge Faced:

- High SLA targets to meet

### Business Impact:

- 100% of customer retention for three continuous years

## Service coverage?

They provide and manage Wi-Fi services for public and agency usage.

## How did NetGain help them?

Using NetGain solution helped the MSP make better use of their support headcount and reduced the need for onsite engineers.

Besides the reliability of the software, NetGain was able to work with them to automate routine tasks, to customize reports, and to integrate into their other backend systems. The MSP found NetGain solution to adapt well into their workflow.

The MSP met all SLA requirements, and received high levels of customer satisfaction to achieve 100% customer renewal rate for three consecutive years.

***Installation was effortless, lightweight and flexible. Our old product required us to install SQL servers for each hotspot and would have made our monitoring operational and price challenging for our own client. Without a good IT monitoring system put in place, IT data outages could cause catastrophic resulting in hefty business losses.***

## About NetGain

Founded in 2002, NetGain Systems is a pioneer in the IT monitoring business, and continues to develop its business as it evolves from IT monitoring to IT observability. It has established local teams throughout the Asia Pacific Region, including Australia, China and Singapore.

Regardless of location, type, size, or complexity, our solutions give our customers the power to observe their IT infrastructure, services, applications and devices with ease, all from a single management dashboard, to achieve operational excellence with reduced complexity and gain useful insights to improve business outcomes.

By understanding that every organization's IT environment is different, NetGain's dynamic solutions are designed to be uniquely adaptable, fitting the unique demands of your operating environment and evolving with your growing organization




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**Observability = [see + act] ai**