Why every Apple tech, IT Pro and consultant should think like a MSP

Presented by Brian J Best
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Tweeting as @macmsp

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Managed Service Provider

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- Managed services is the practice of outsourcing on a proactive basis management responsibilities and functions and a strategic method for improving operations and cutting expenses. It appears as an alternative to the break/fix or on-demand outsourcing model where the service provider performs on-demand services and bills the customer only for the work done.
- Under this subscription model, the client or customer is the entity that owns or has direct oversight of the organization or system being managed whereas the Managed Services Provider (MSP) is the service provider delivering the managed services. The client and the MSP are bound by a contractual, service-level agreement that states the performance and quality metrics of their relationship.

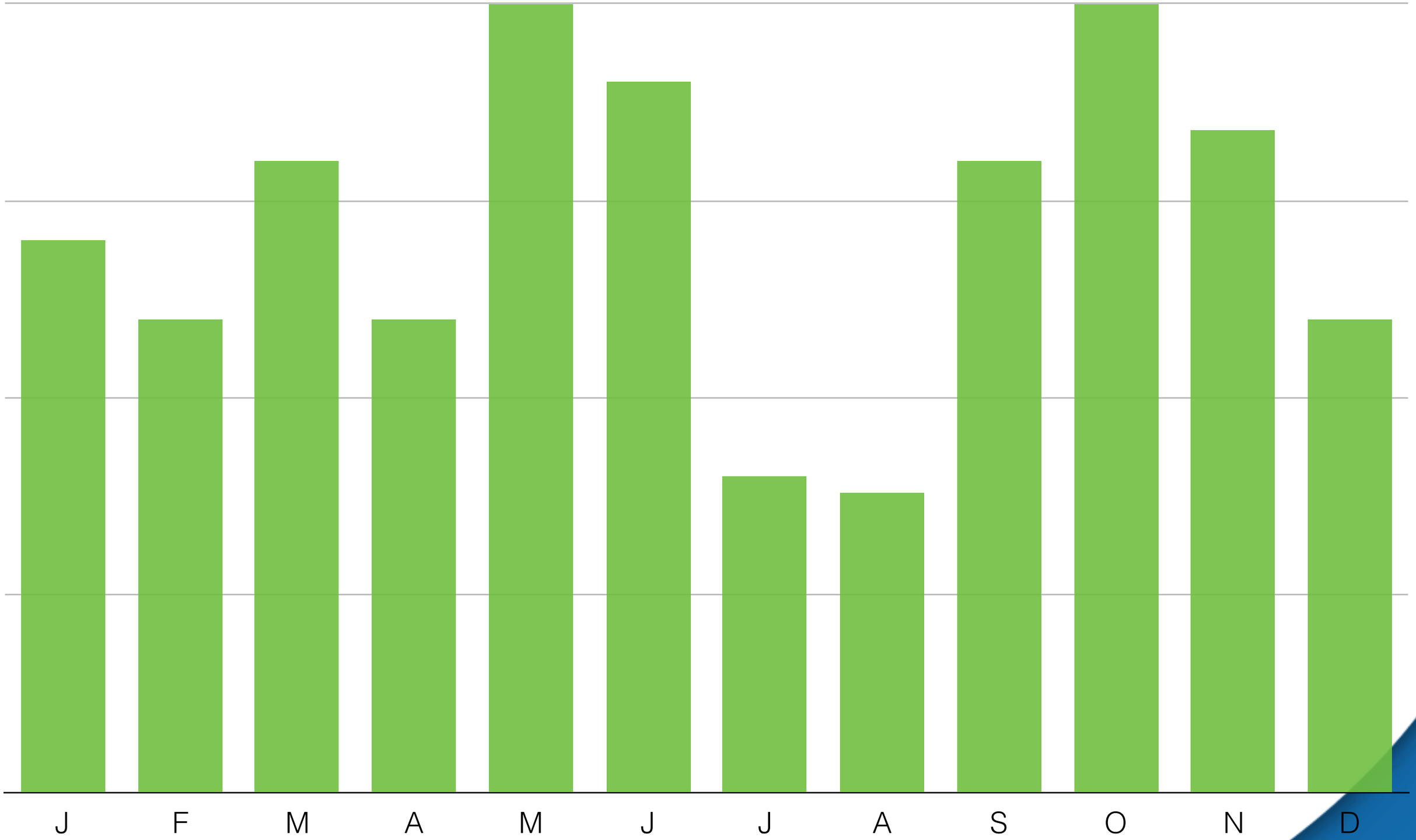
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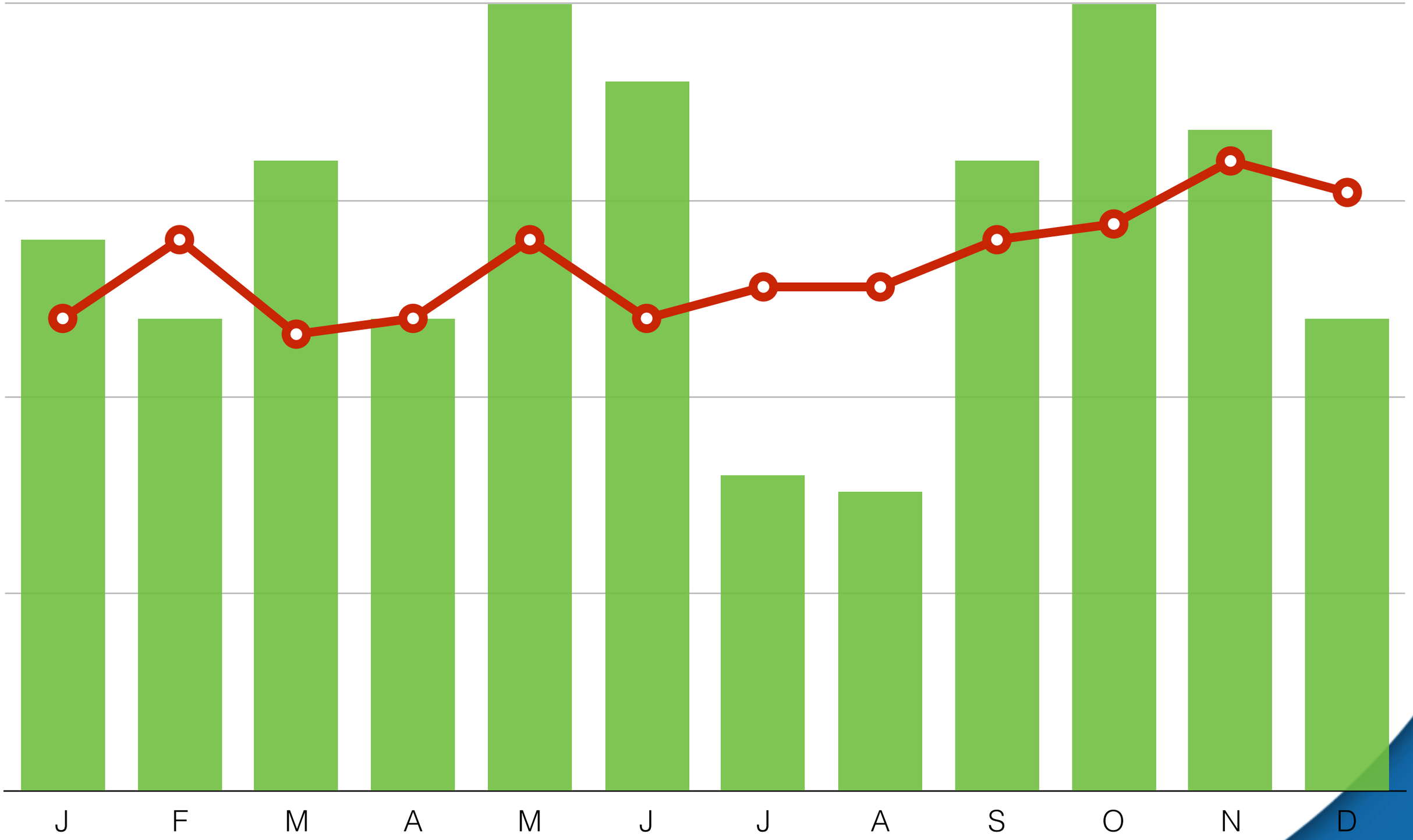
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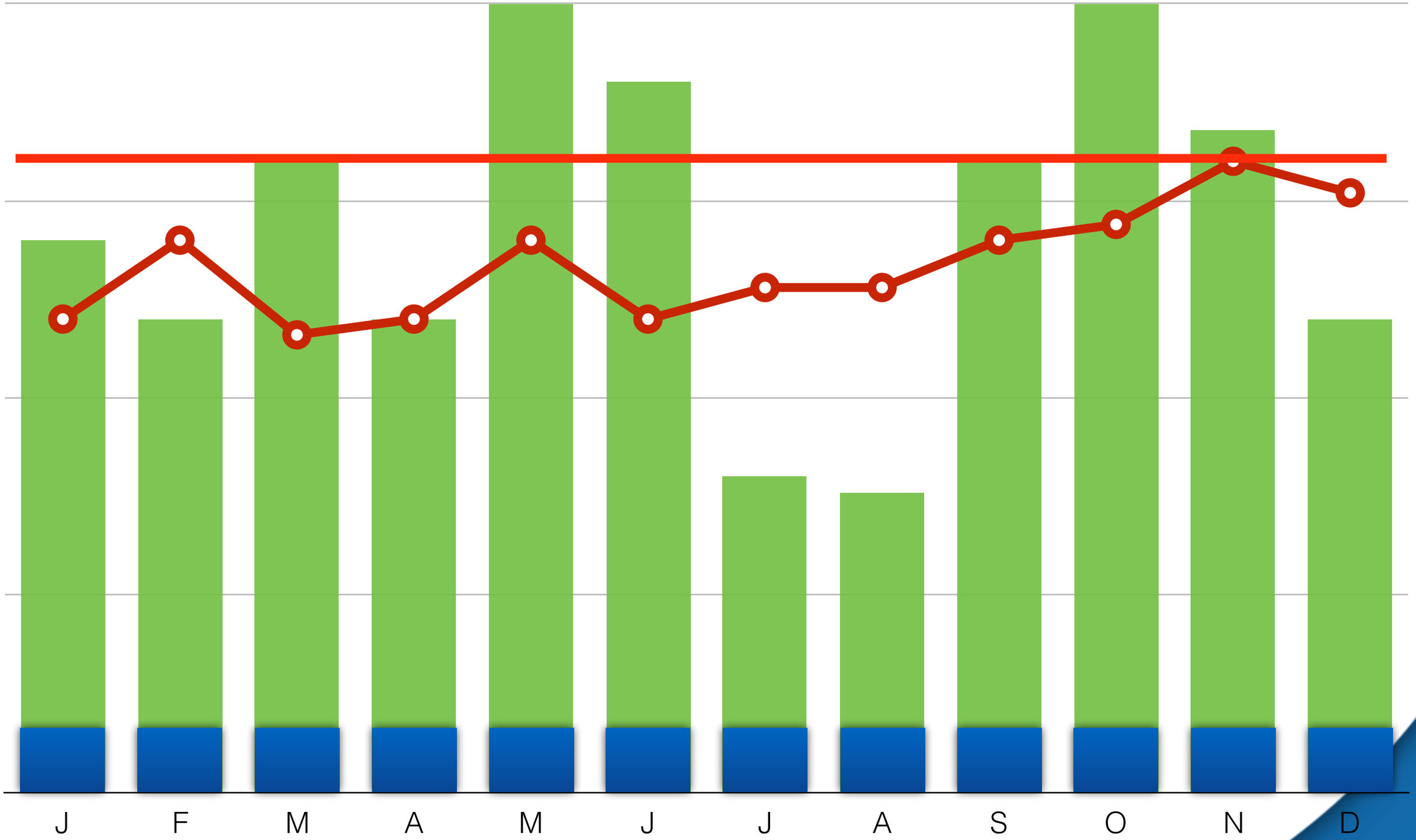
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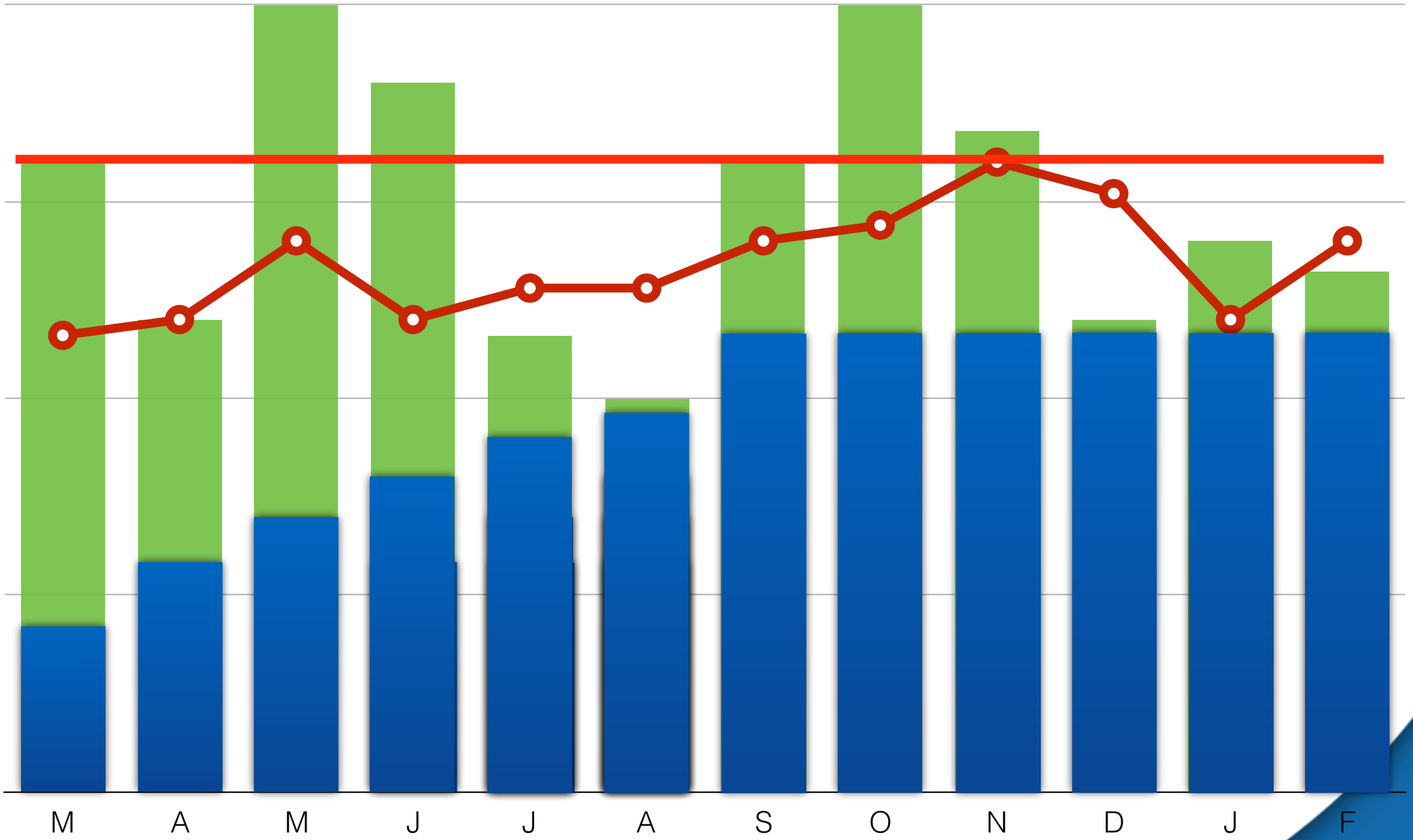
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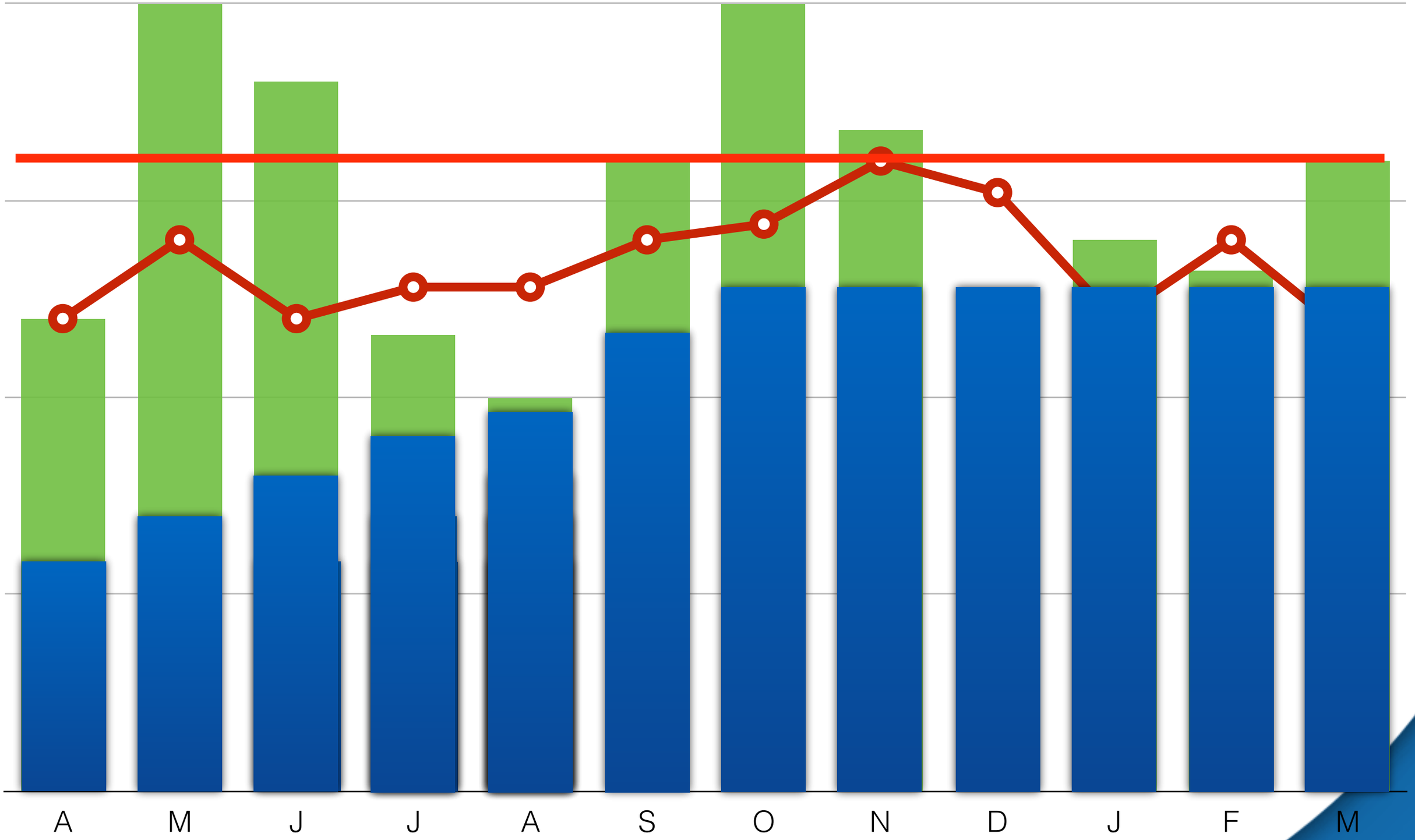
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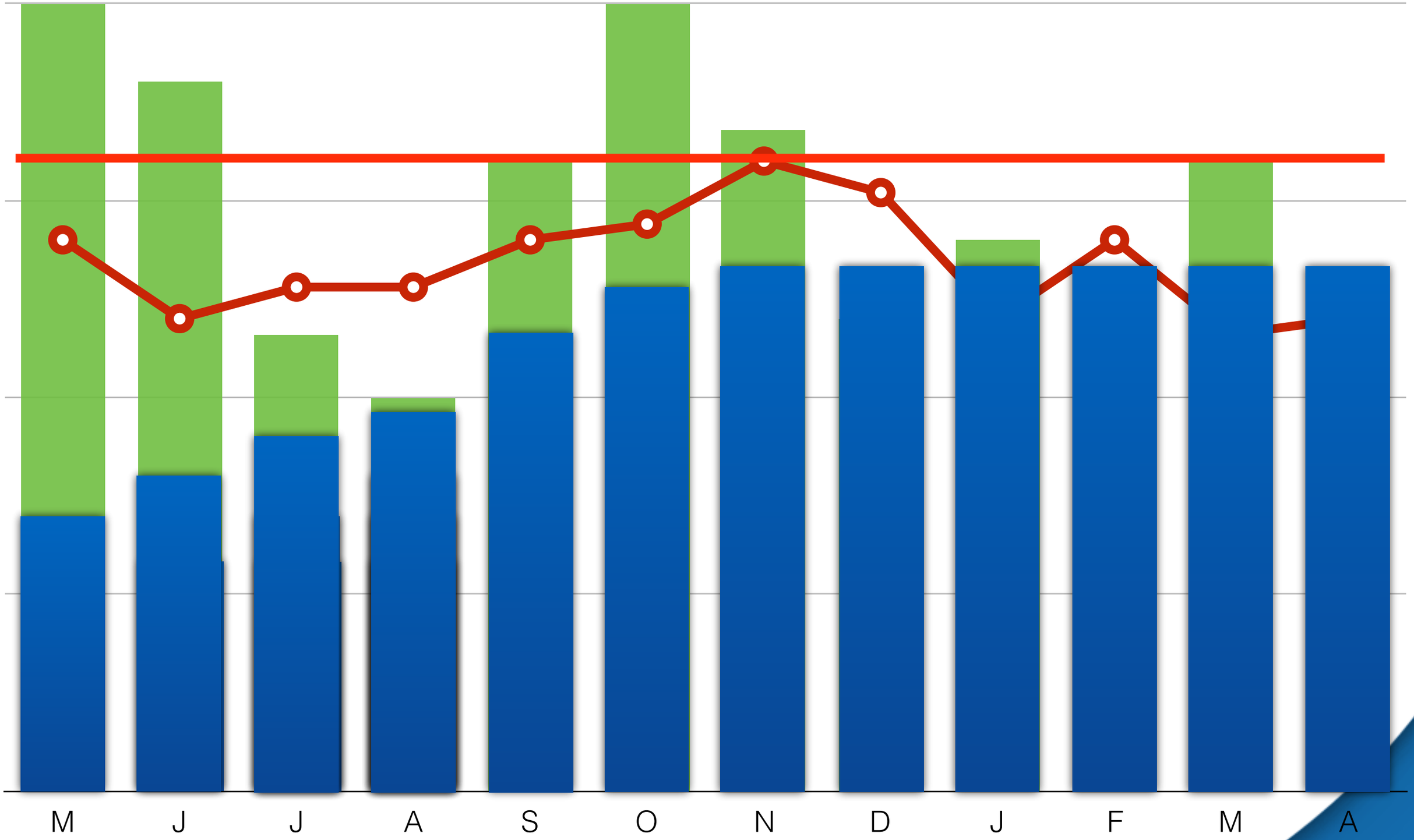
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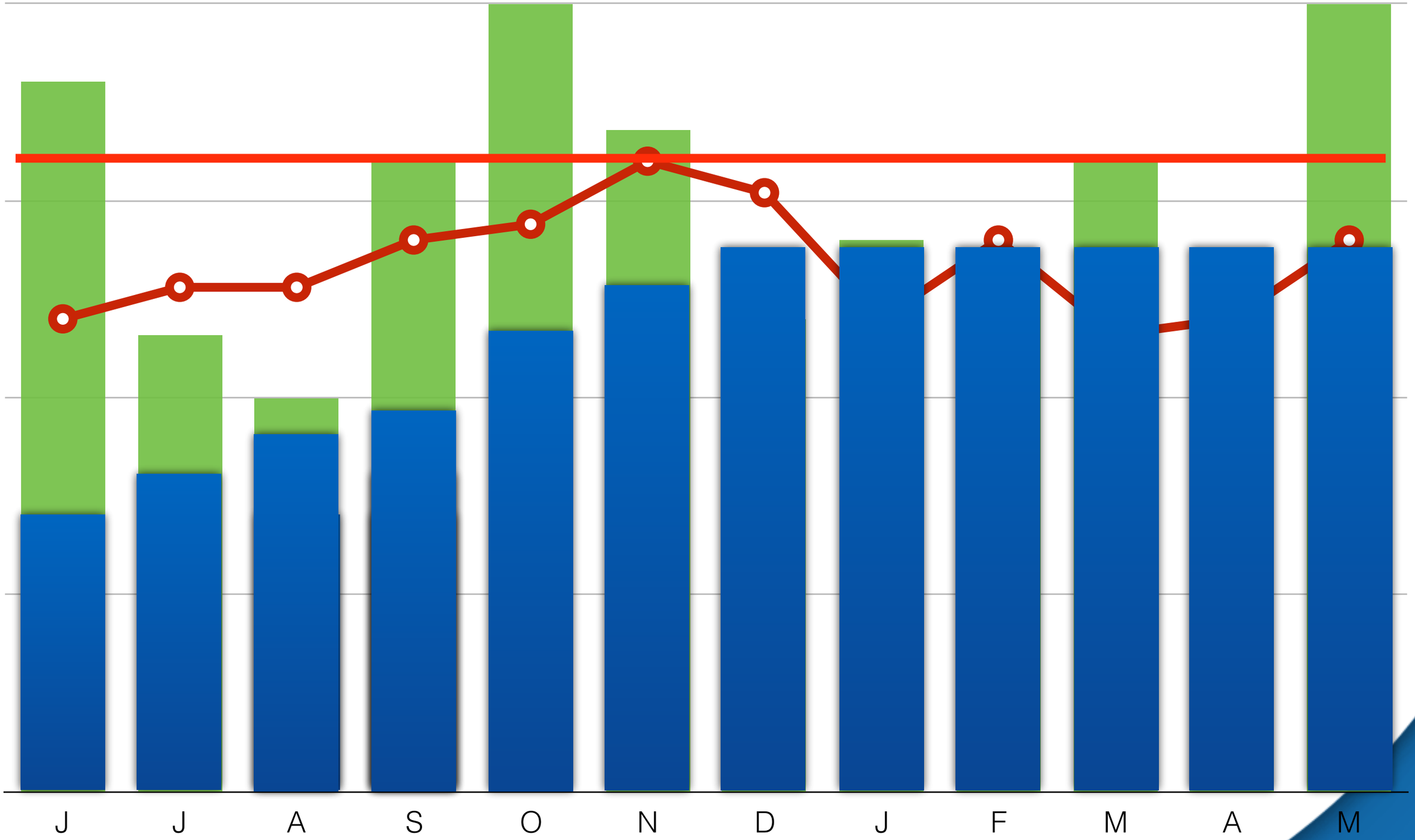
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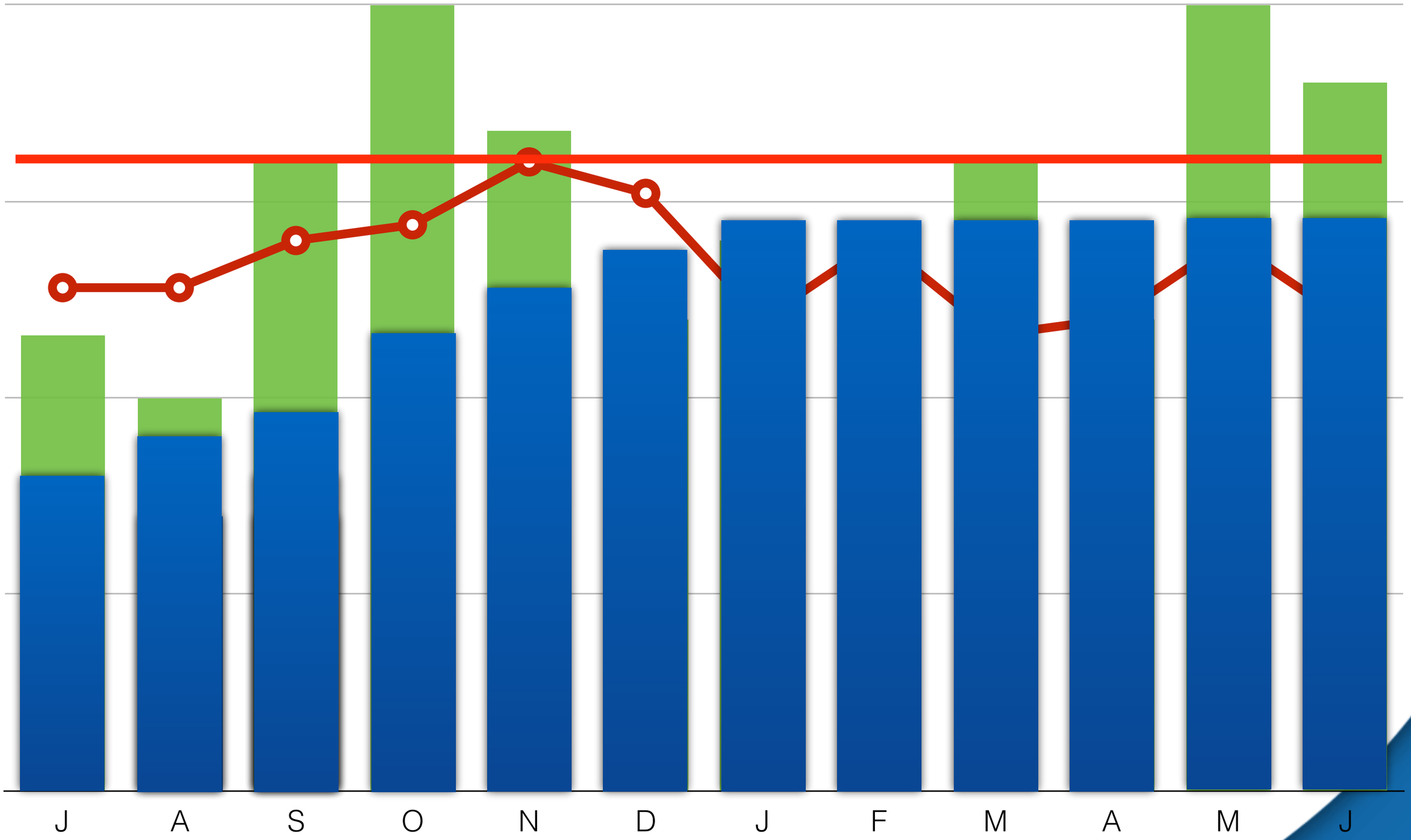
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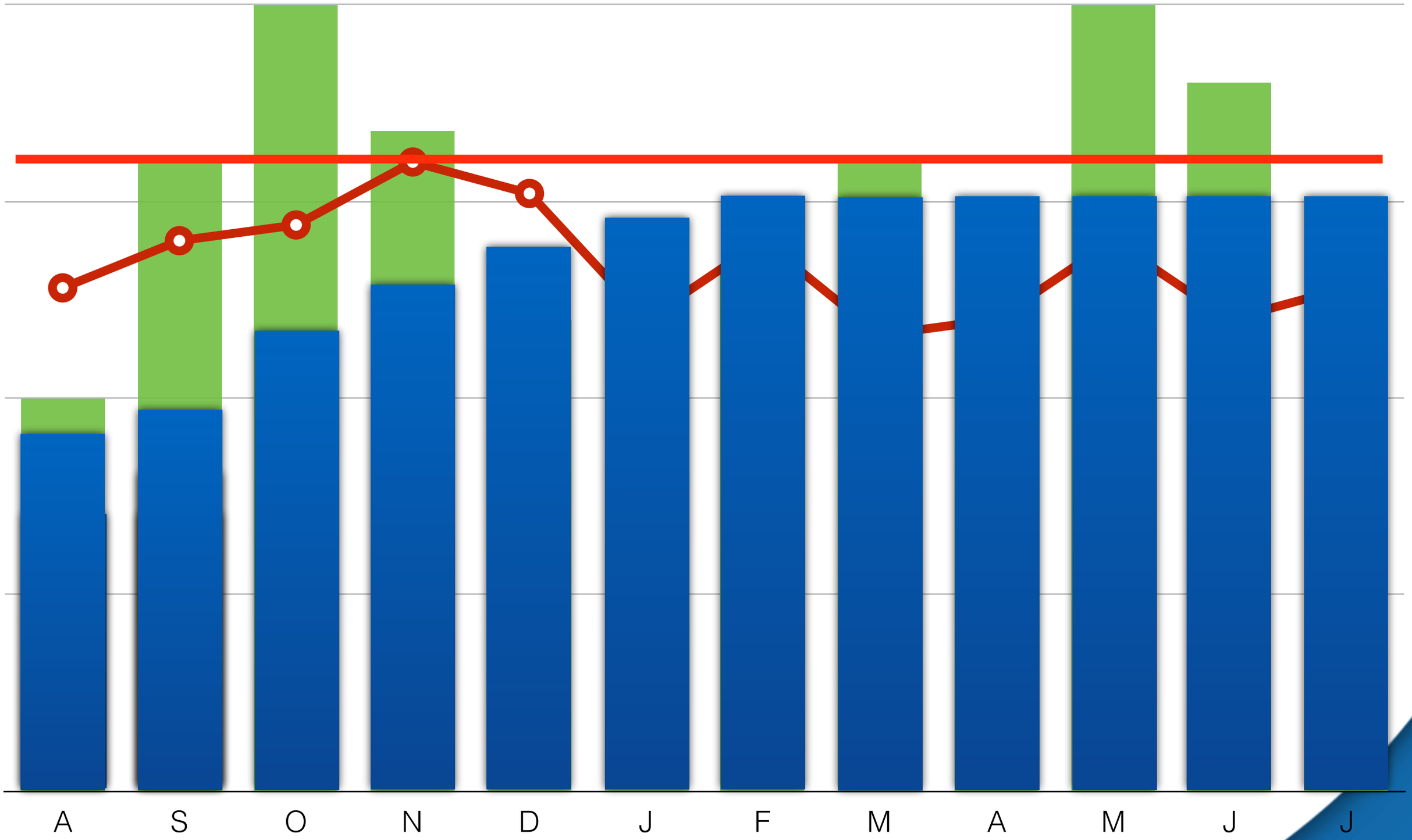
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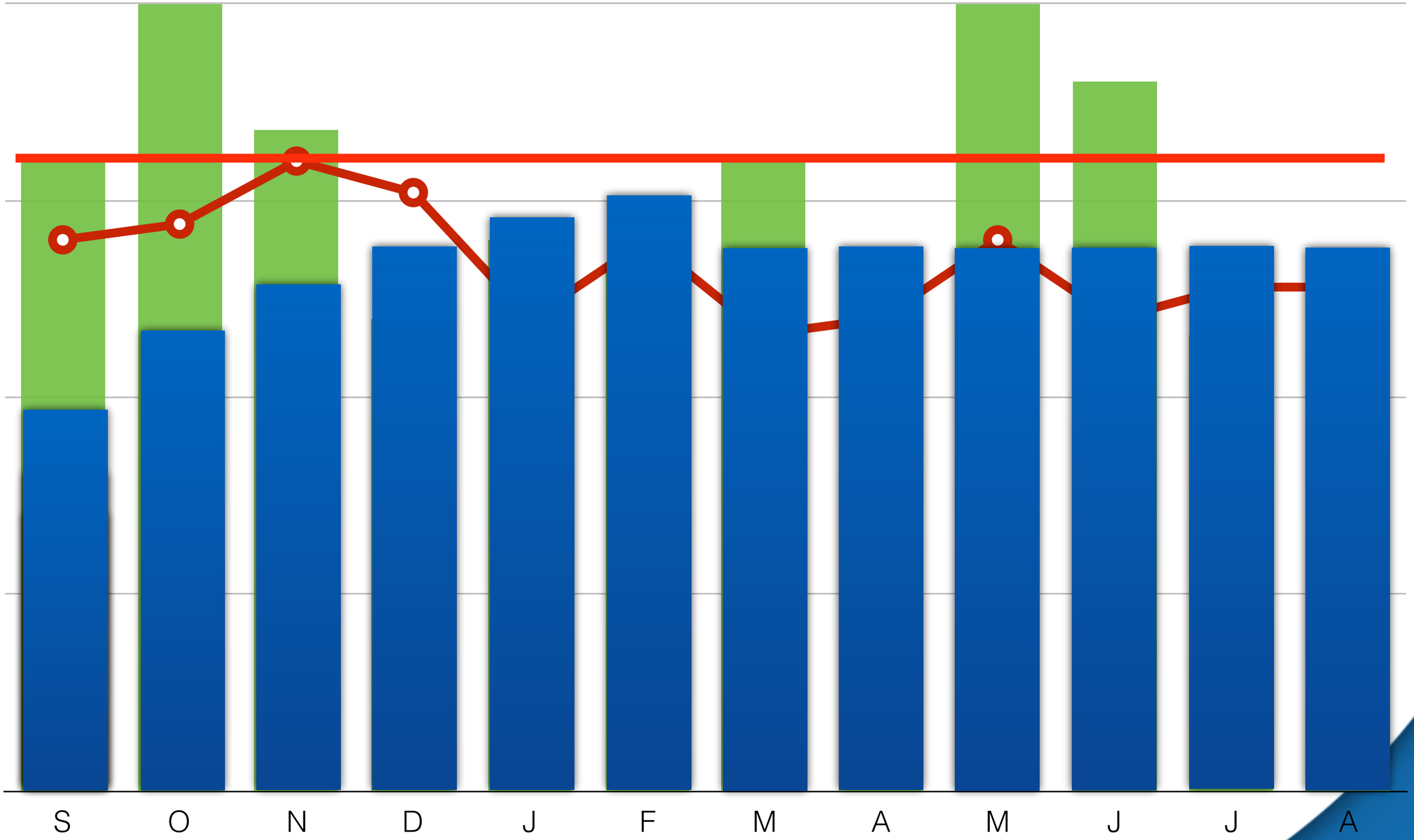
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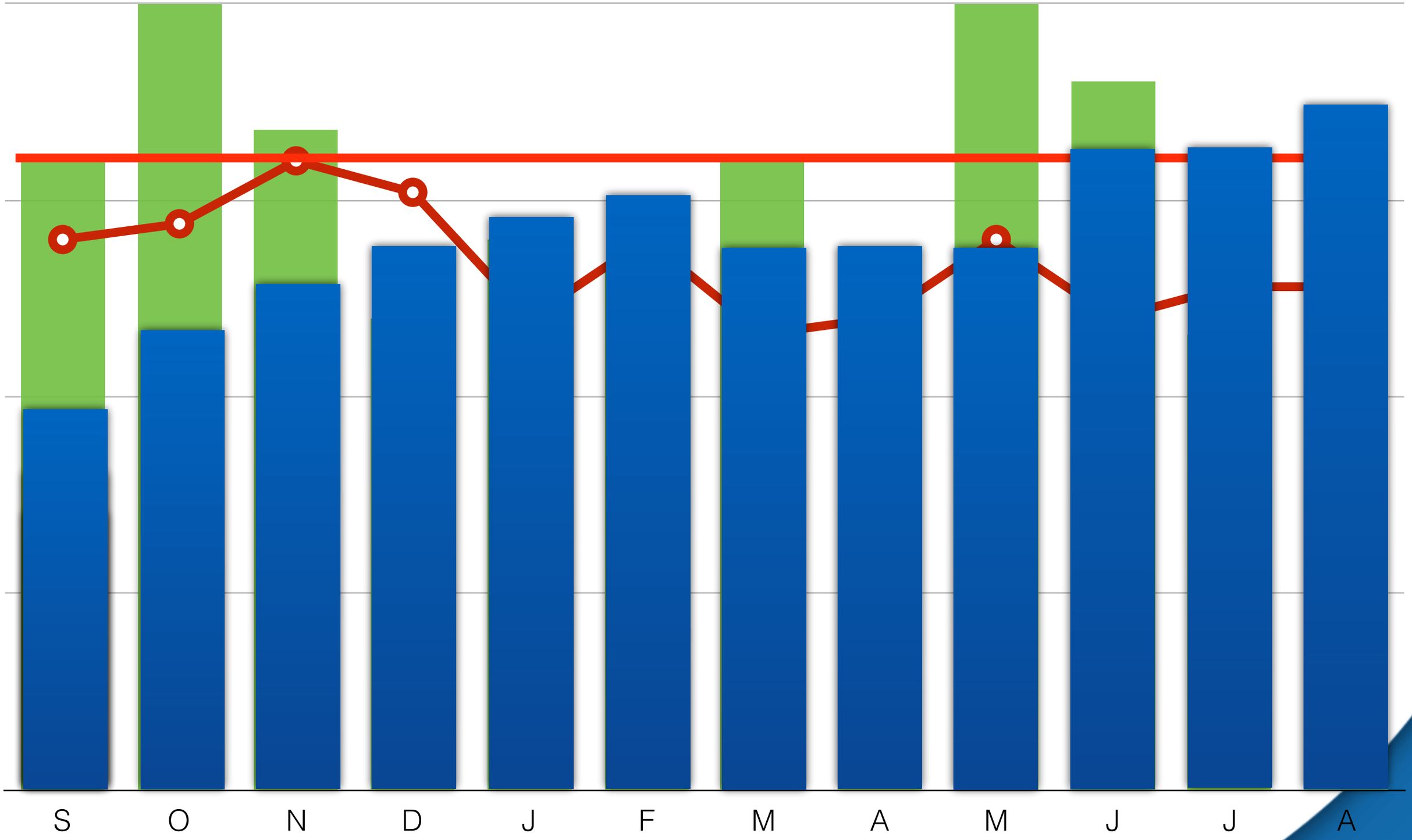
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Managed Service Provider

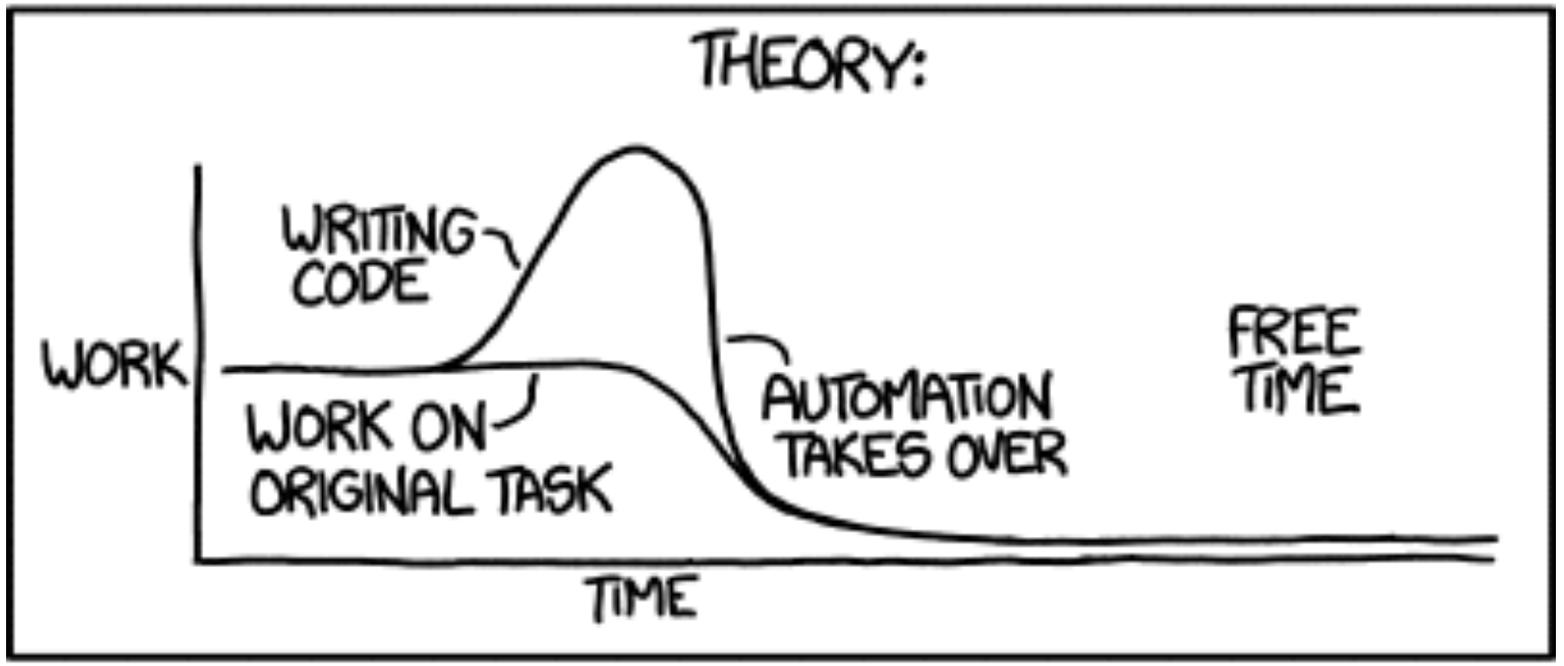
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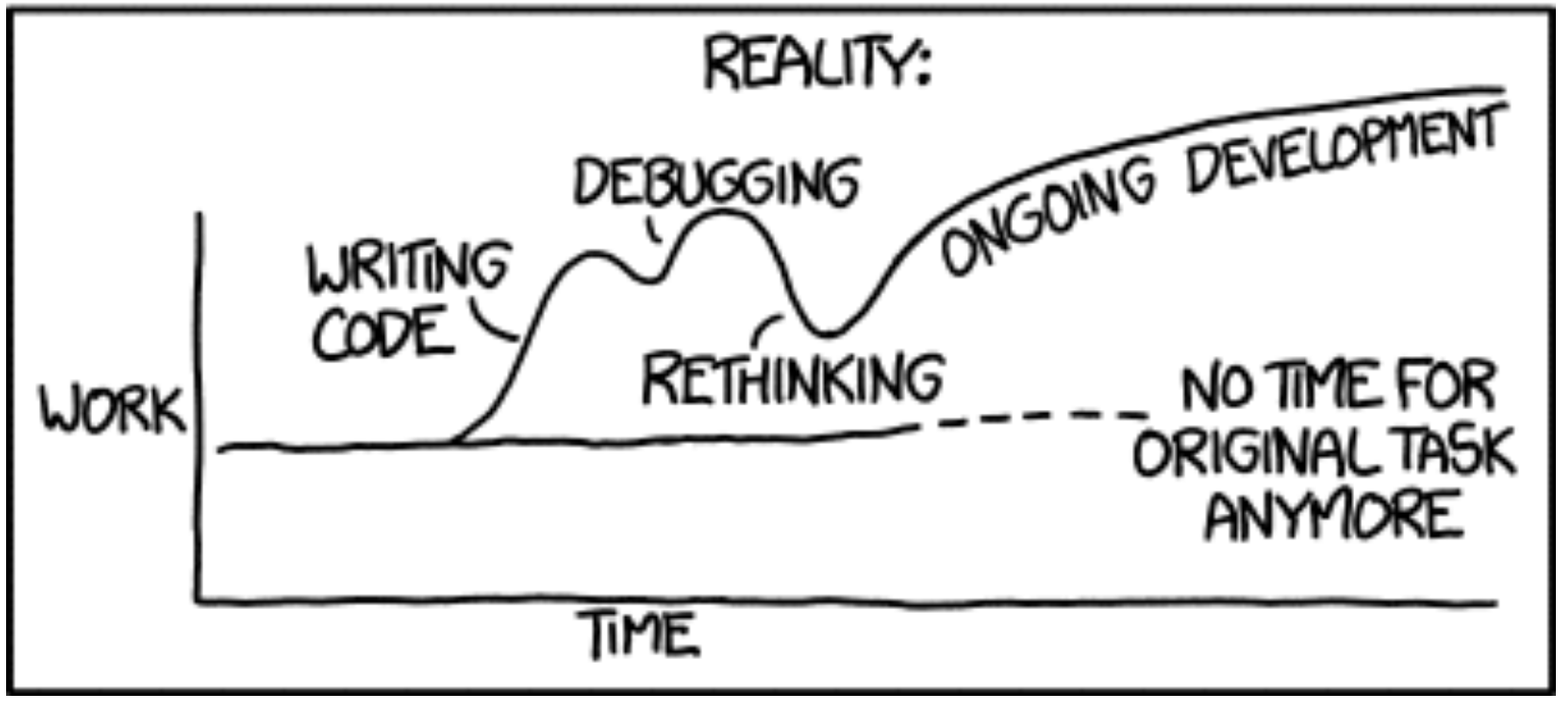
1. Time == Money



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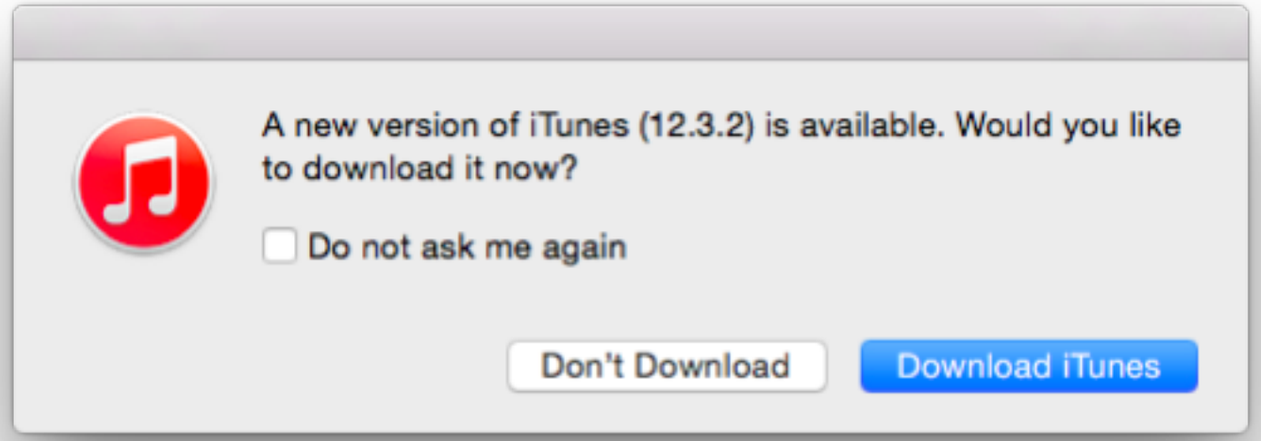
"I SPEND A LOT OF TIME ON THIS TASK.
I SHOULD WRITE A PROGRAM AUTOMATING IT!"



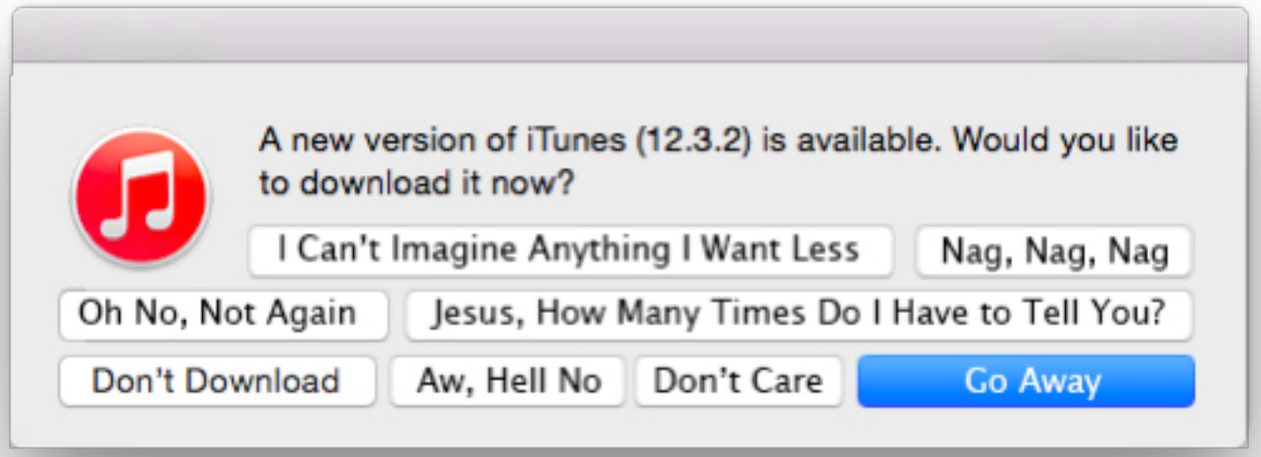


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Whenever I see this



I'd like to see this instead



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5 minutes to download/install
15 minutes to re-focus
20 minutes “downtime”

Ave payroll (taxes, benefits)
$45,000/year =
$7 for 20 min to install

“Default Tech” interrupts user
to do all the updates =
$14 for 20 min =
$42 for 1 hour of “downtime”

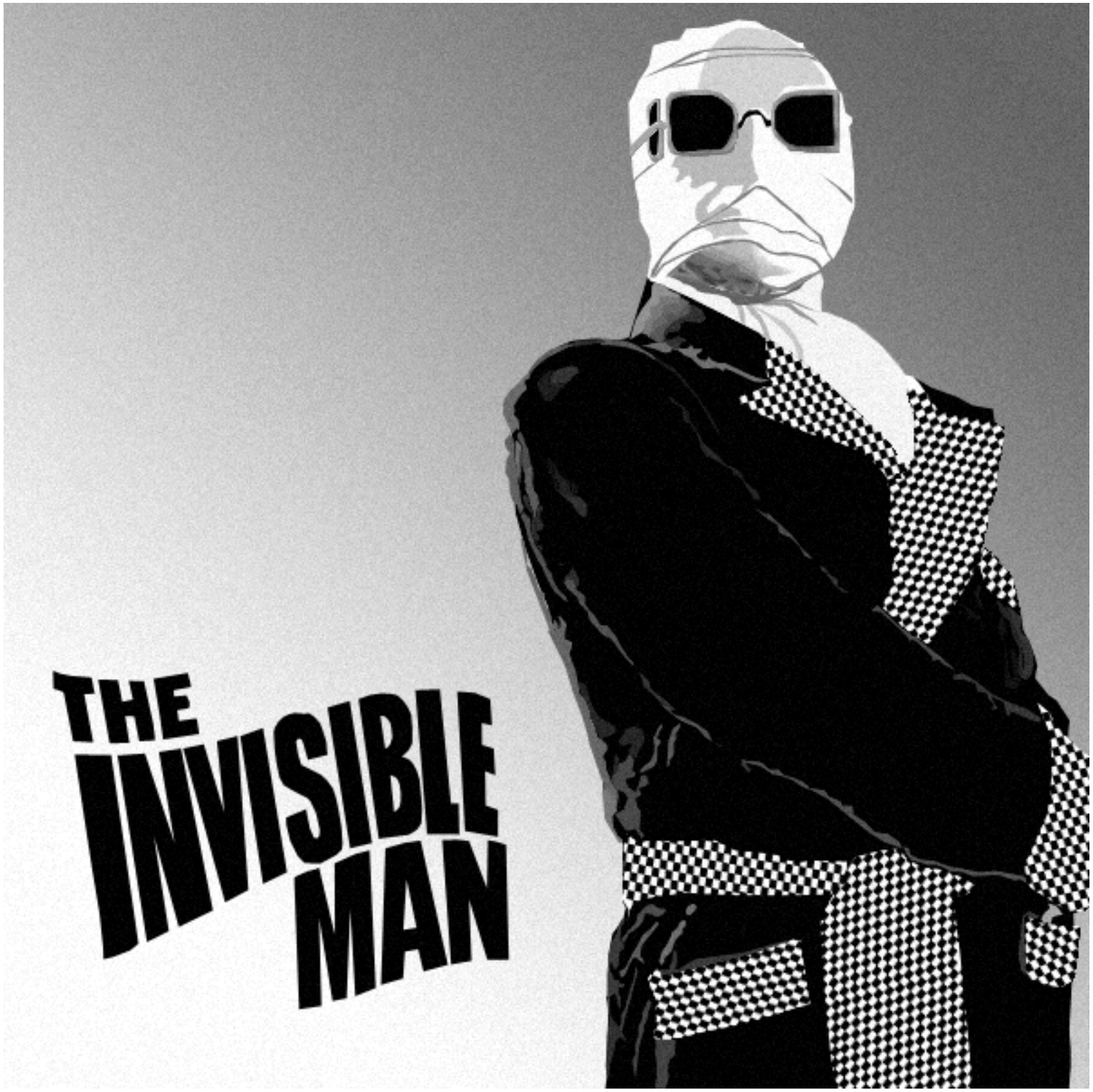
$42 x monthly maintenance =
$504 per Mac per year

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2. Stickiness



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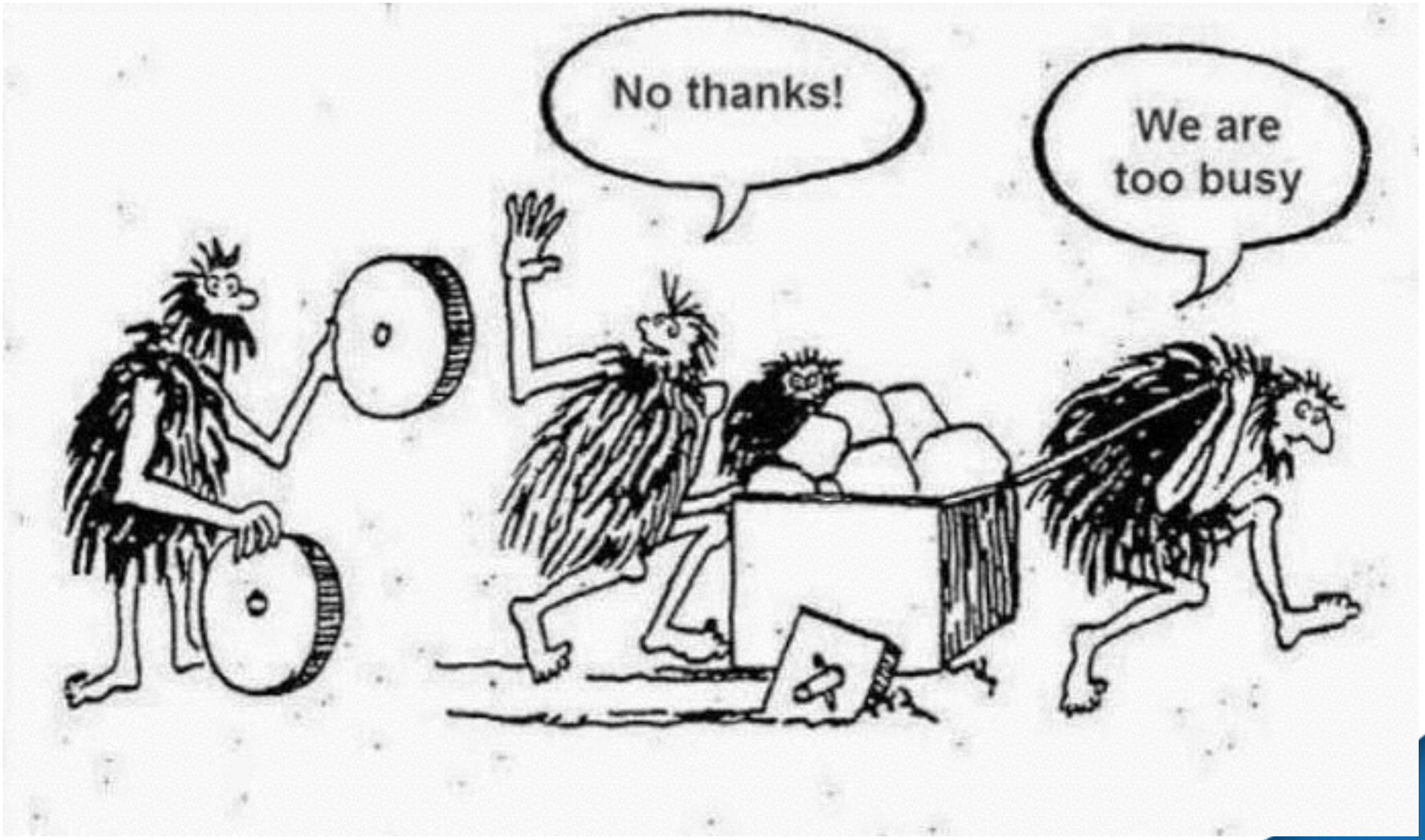


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3. Be Proactive



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Active

RE

PRO



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Mac-MSP

Executive Summary

Maintenance Summary for [client redacted]

Boot disk verifications: 27
Boot disk repairs: 2
Secondary disk verifications: 17
Secondary disk repairs: 1
Malware scans performed: 116
Malware infected files found: 26
Adware scans performed: 157
Adware infections removed: 1
Extended memory tests performed: 12
Memory tests failed: 0
Permission repairs performed: 38
Software updates installed: 573

Hours saved: 264

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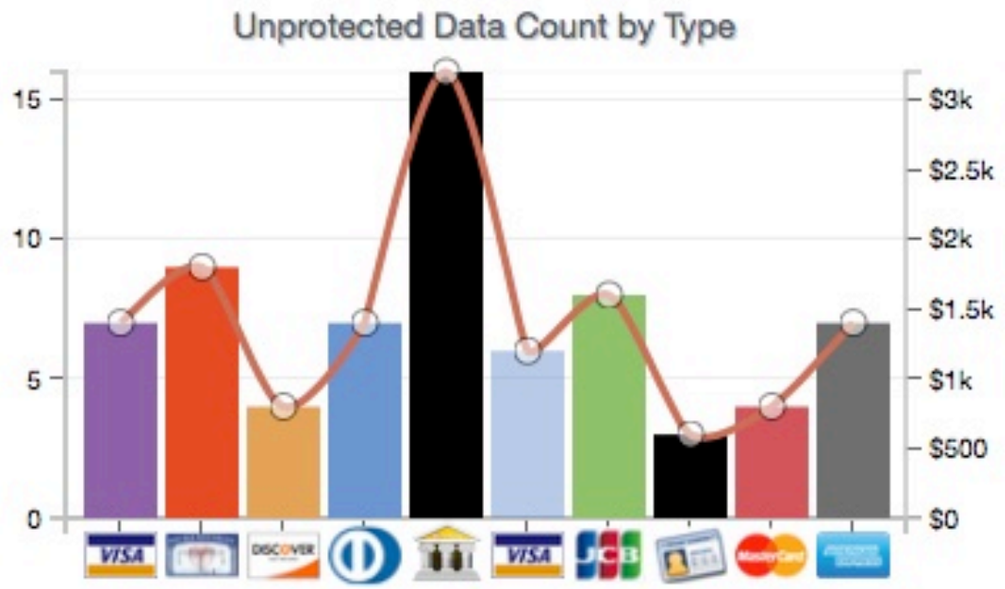
IP: 10.211.55.3 | Host: Shakira | Platform: Windows 8.1

Unprotected Data Summary

collapse

FAIL





Potential Liability

$14,271.00

Elapsed Time	0 hours, 1 minutes, 56 seconds
Files Scanned	1876
Files with Violation	15
Total Violations	71

Vulnerability Summary (details)

expand

Unprotected Data Details

Download CSV data here

collapse

expand all rows

C:\Users\billyaustin\Desktop\MLB Trade Discussions.txt	3
C:\Users\billyaustin\Desktop\pst_files\backup.pst	14
C:\Users\billyaustin\Desktop\REDACTED_ACH_FOR_ISCANONLINE.DAT	16
C:\Users\billyaustin\Documents\eCommerce Transactions\Web Orders.docx	15



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We all support technology and we all get paid to do that.

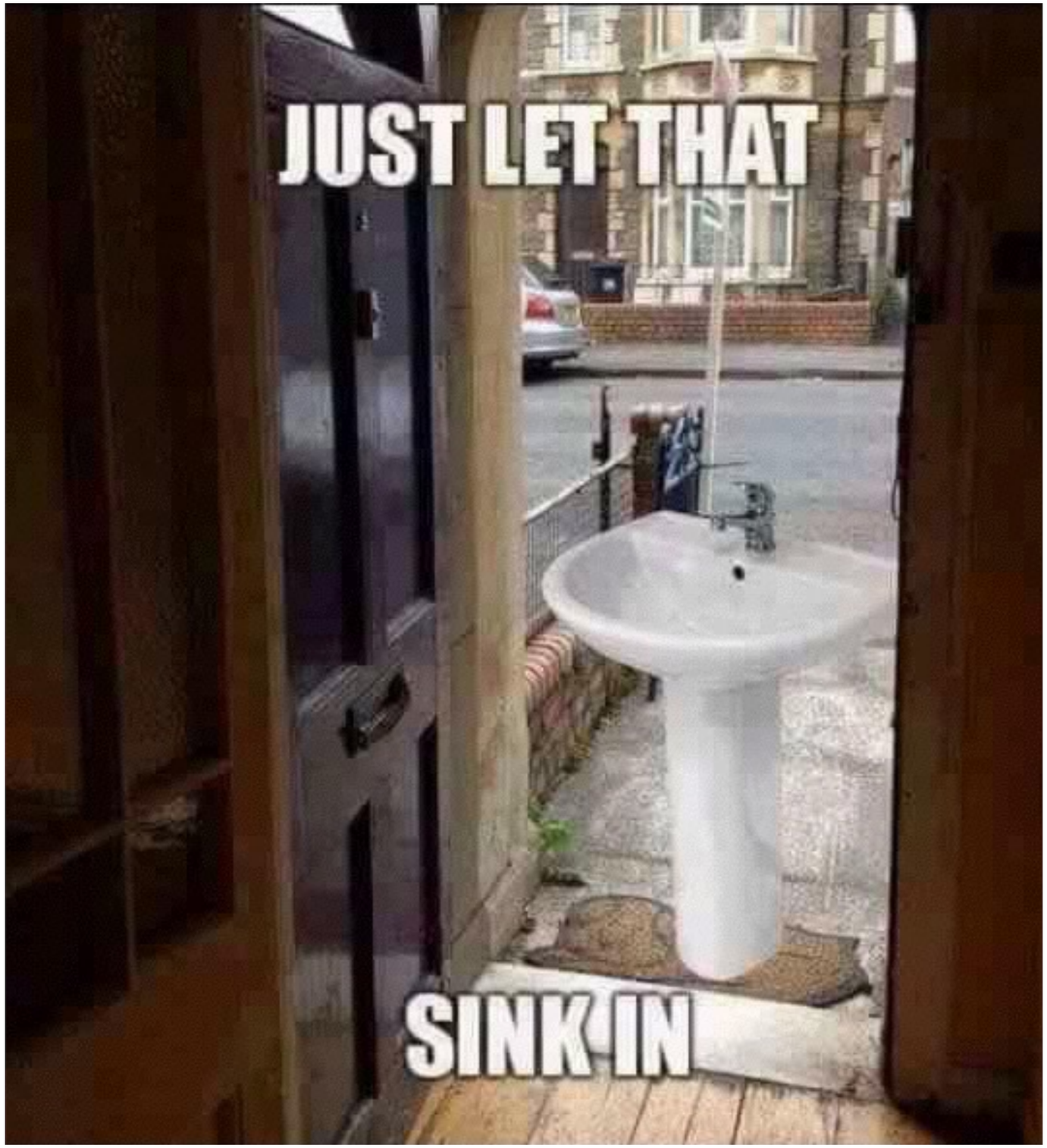
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We protect their potential to fulfill their mission.

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Because of our work, they make more money than they pay us.

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Investment or Expense?

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Make yourself a positive investment.

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Q & A

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Thank you!!

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LOGICnow provides the only 100% SaaS, fully cloud-based IT service management (ITSM) platform helping IT professionals secure and manage their systems and data through actionable insights - rewriting the rules of IT

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MAX by LOGICnow | Backup & Disaster Recovery

MAX by LOGICnow | Mail

MAX by LOGICnow | Risk Intelligence

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- Startup disk verification and repair
- Secondary disk verification and repair
- Permission repair
- Malware scans and optional quarantine
- Adware detection and removal
- Backup and purge of user and system caches
- Extended memory testing
- Software patching and updating

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Mac-MSP

in

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