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

Presented by Brian J Best, @macmsp

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About Me

- I think like an MSP



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About Me

- I think like an MSP
- Founder/Chairman, BestMacs



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- Founder, Mac-MSP
- Apple Strategist, LOGICnow

Mac-MSP LLC
managed services software
for the mac

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Technician
IT Pro
Consultant
MSP

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

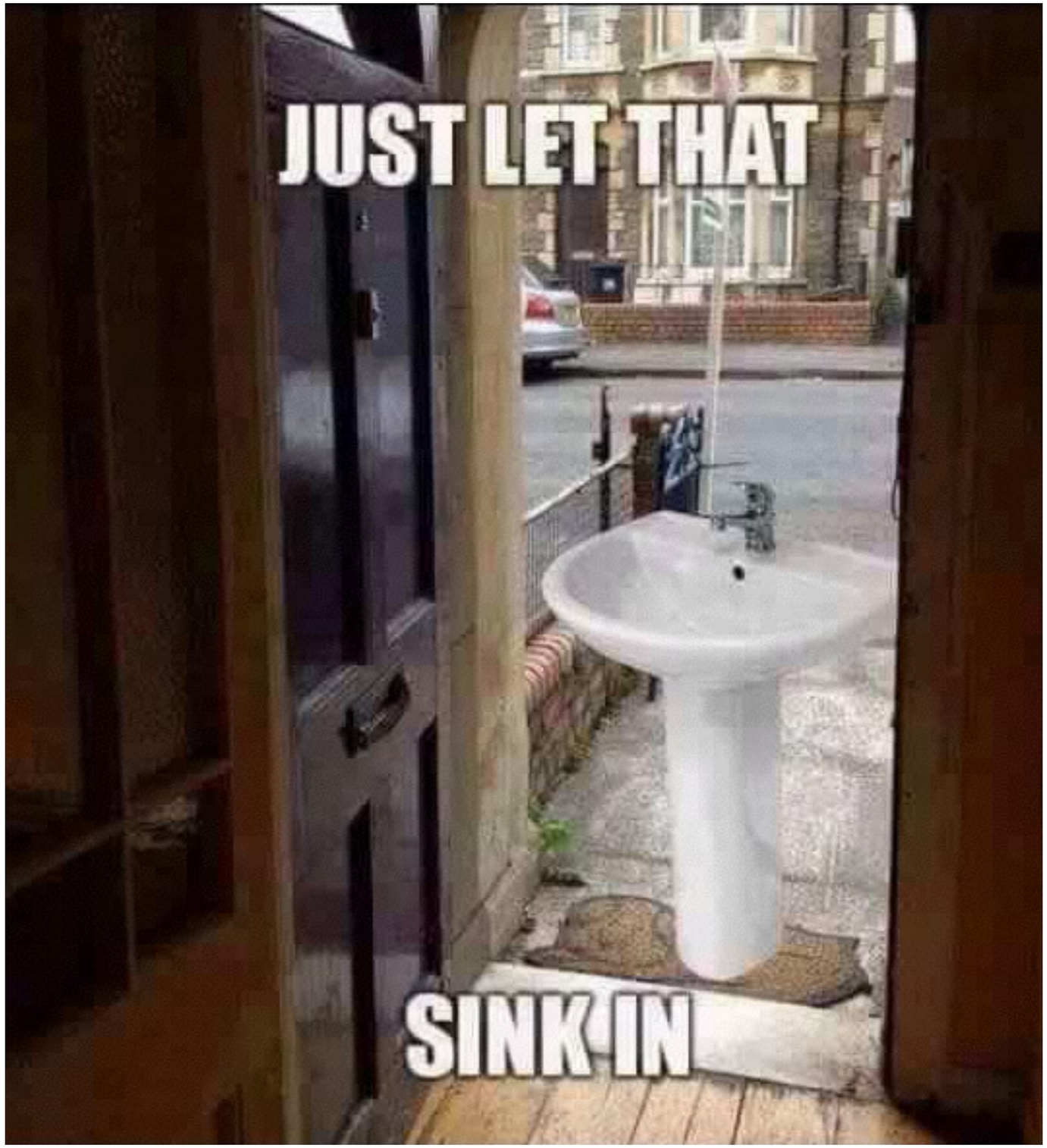
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We protect their potential to fulfill their mission.

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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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Managed Service Provider

IT Professional → Value ← Consultant

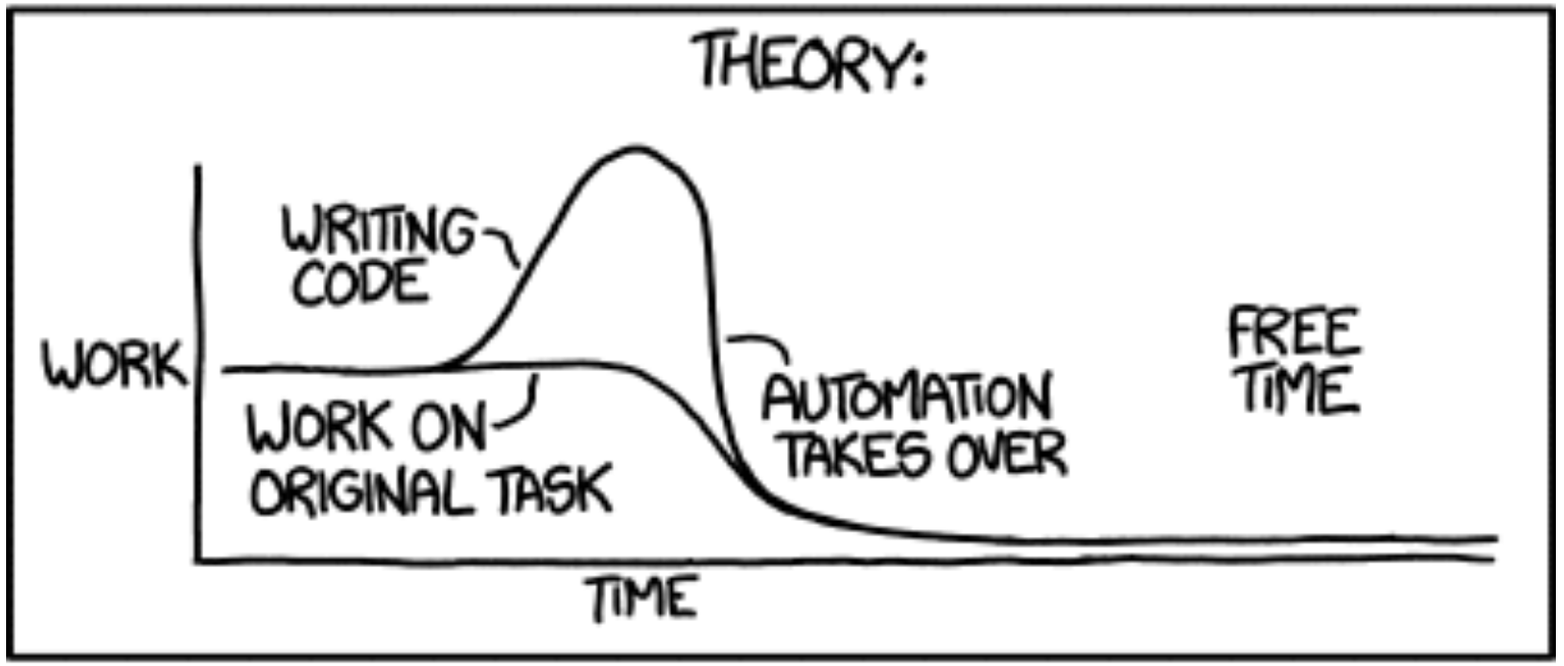
Technician

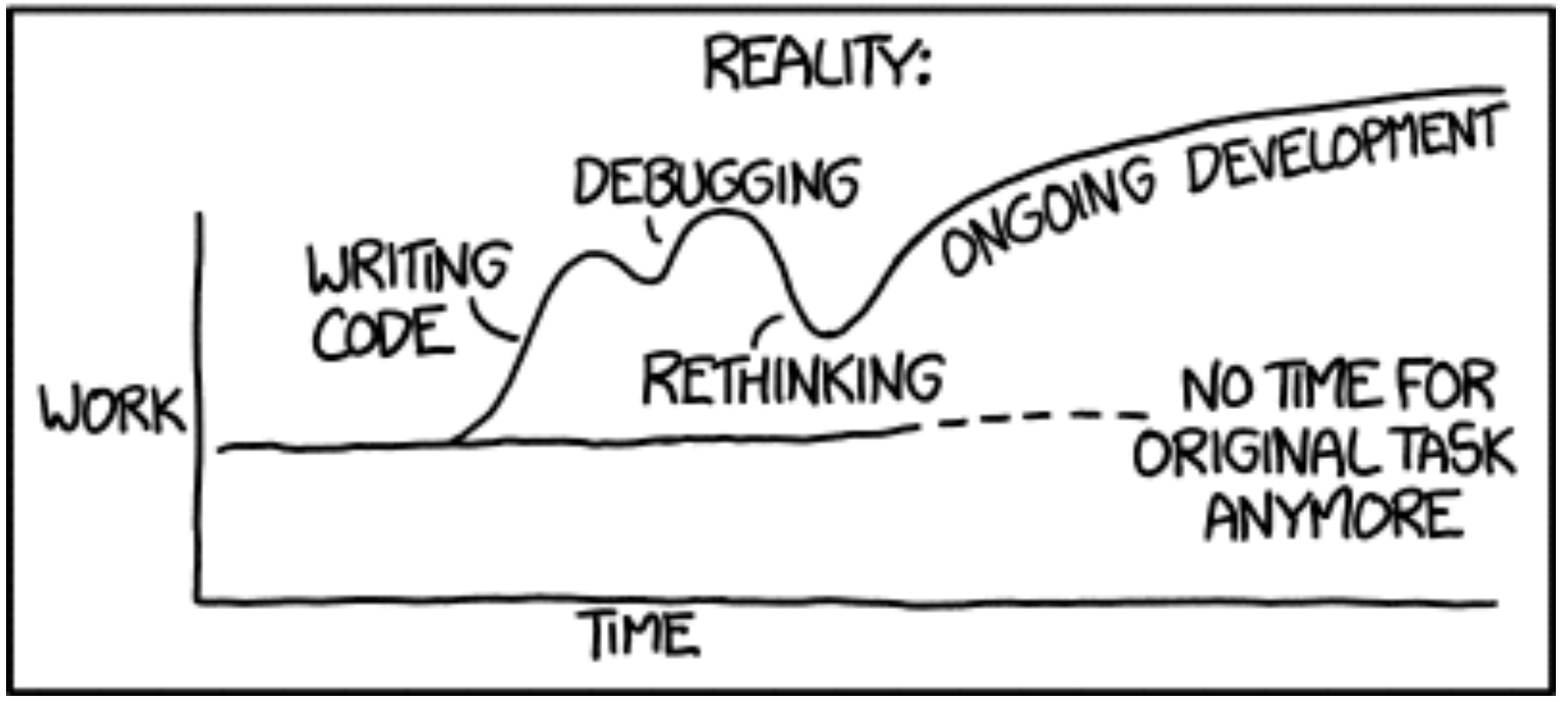
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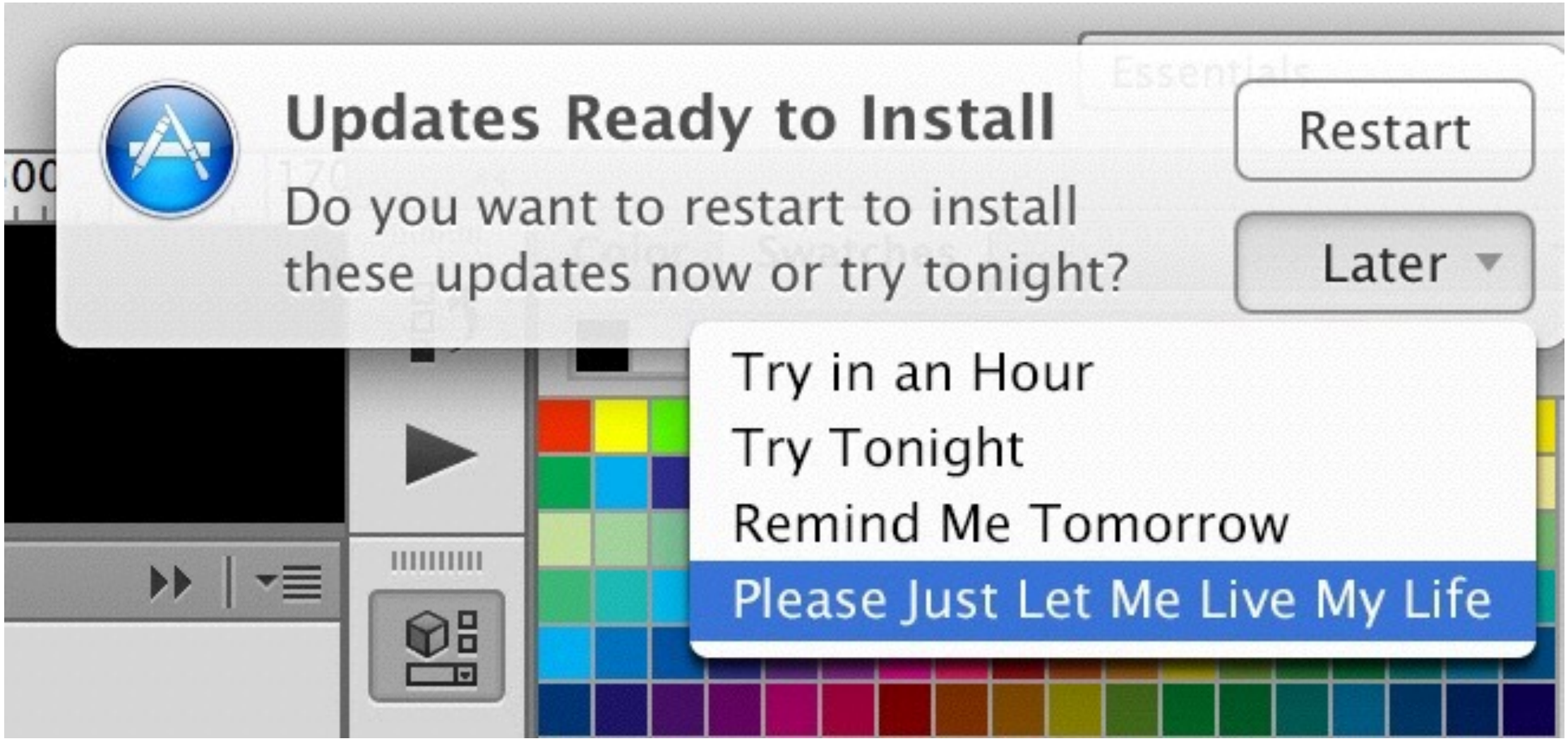
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"I SPEND A LOT OF TIME ON THIS TASK.
I SHOULD WRITE A PROGRAM AUTOMATING IT!"





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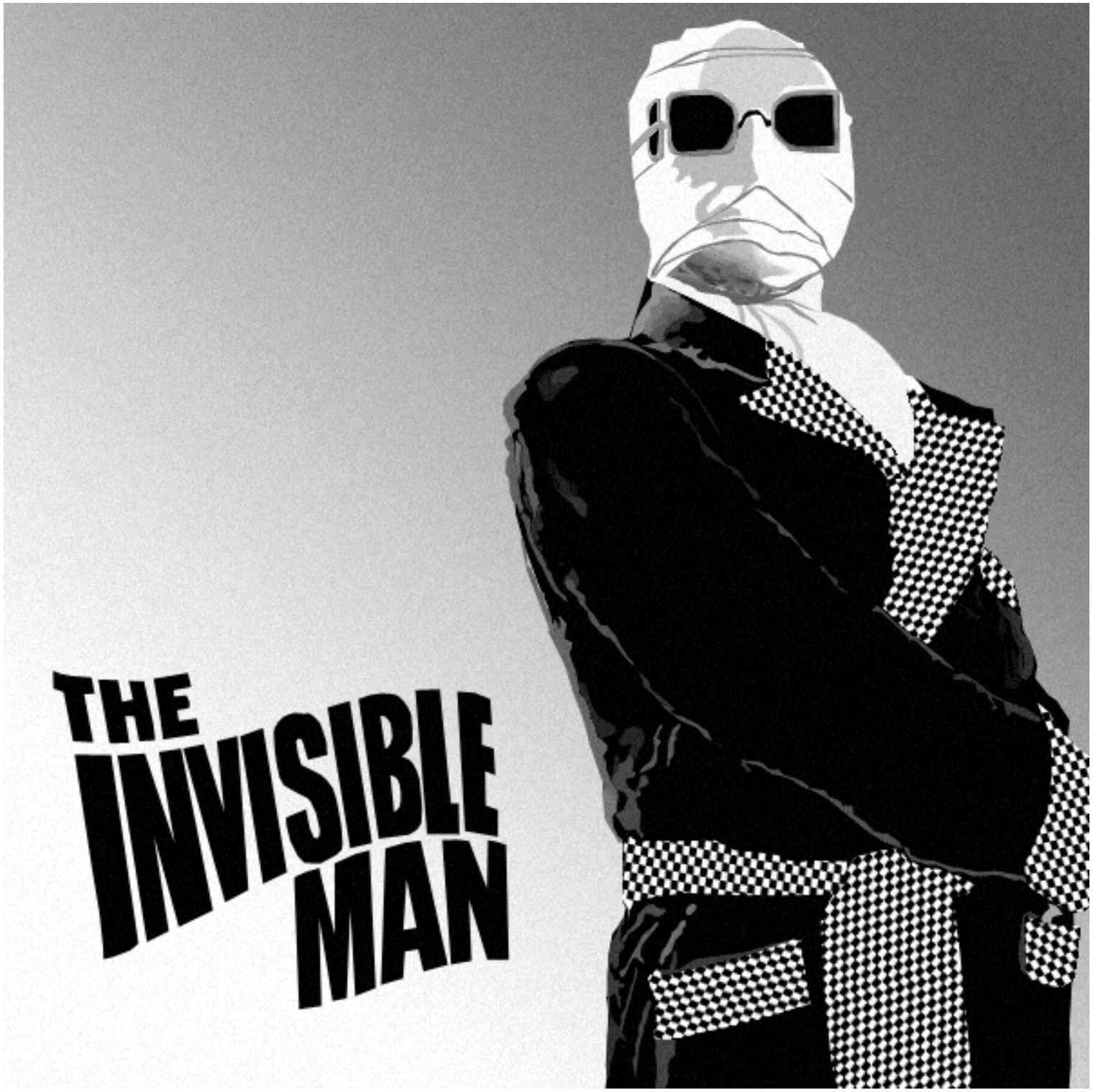
5 minutes to download/install
15 minutes to re-focus
20 minutes “downtime”

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

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

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

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Active

RE

PRO



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Make yourself a positive investment.

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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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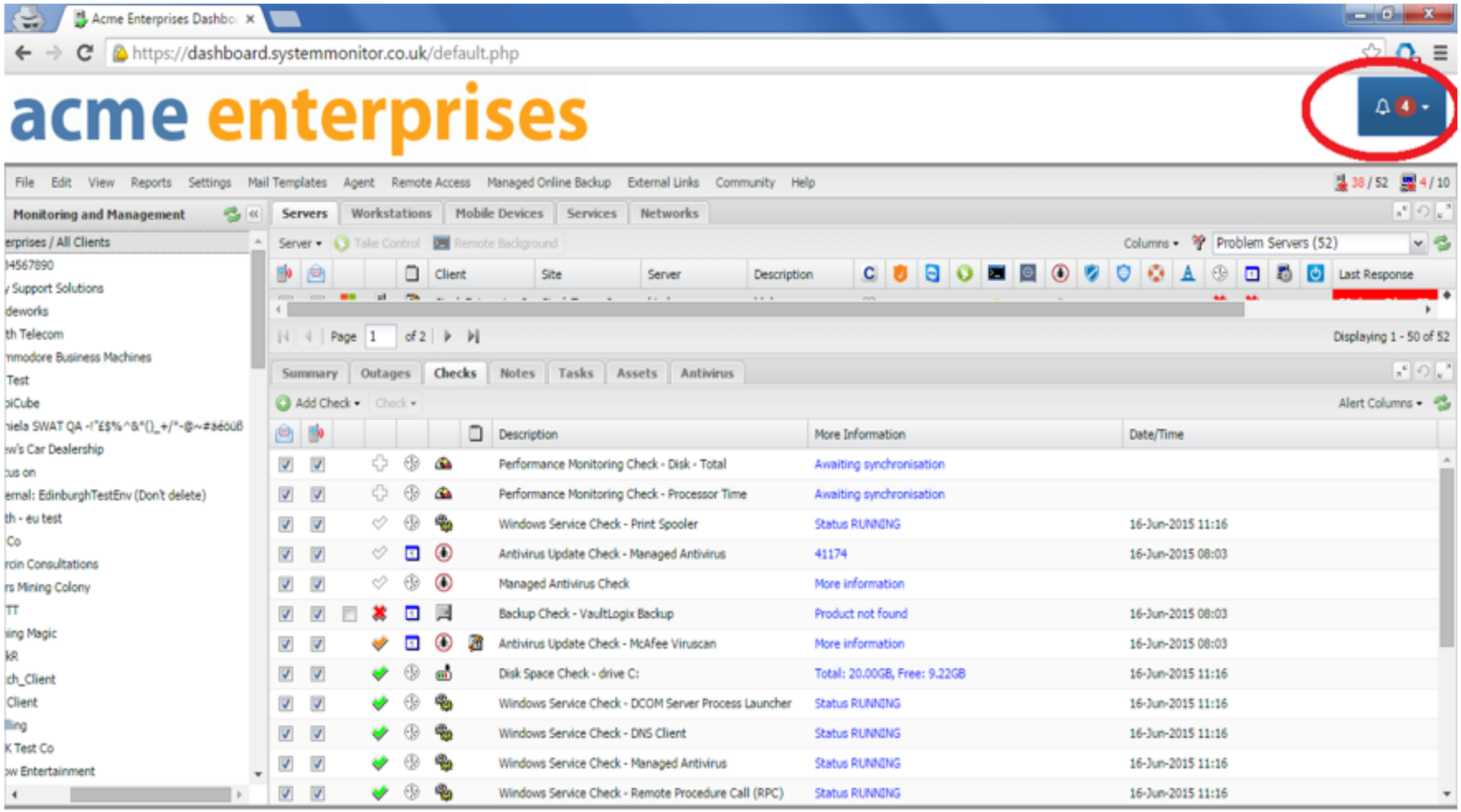
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From LogicNow

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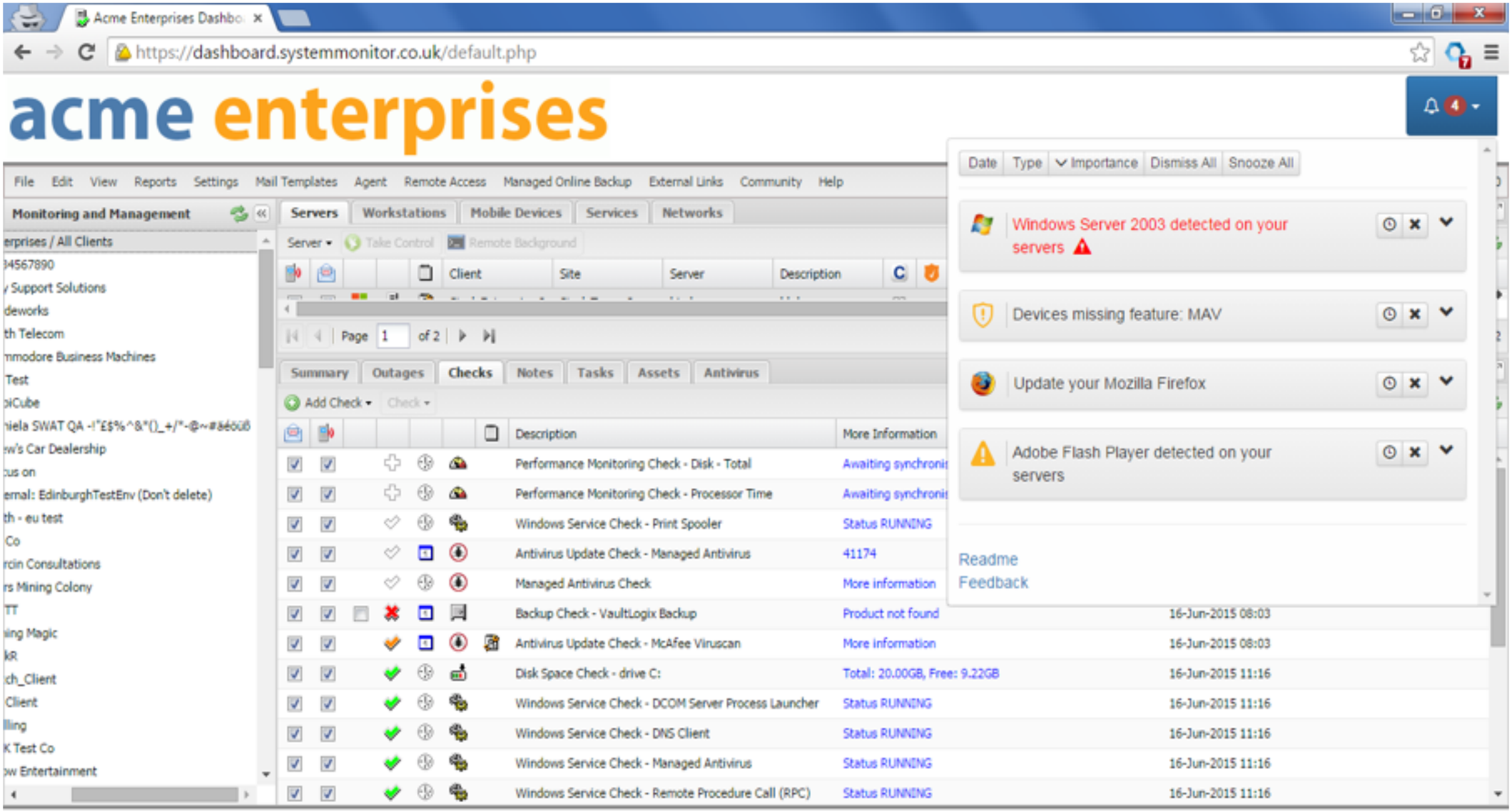
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IT Support made easy

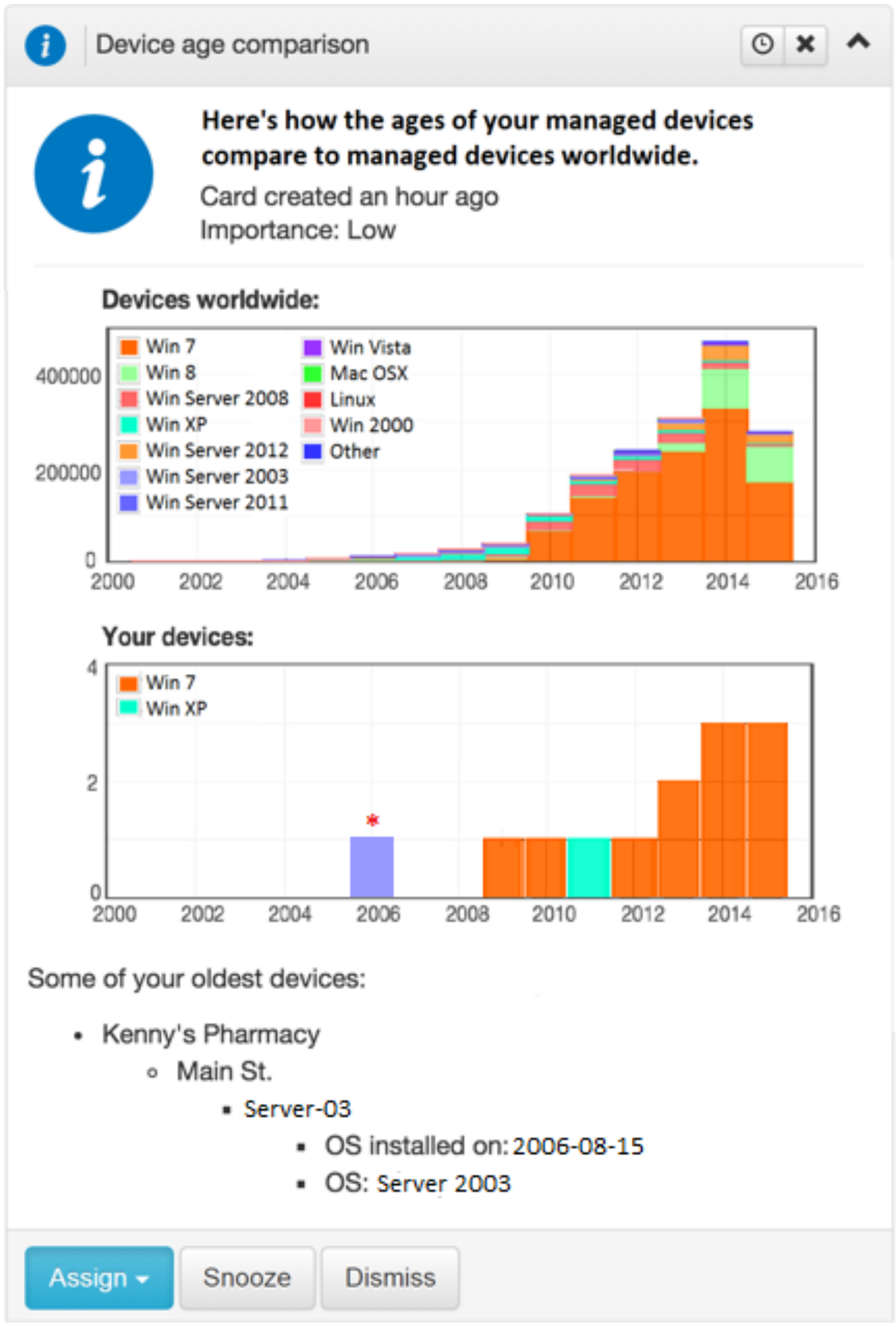
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IT Support made easy

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Global Benchmarking

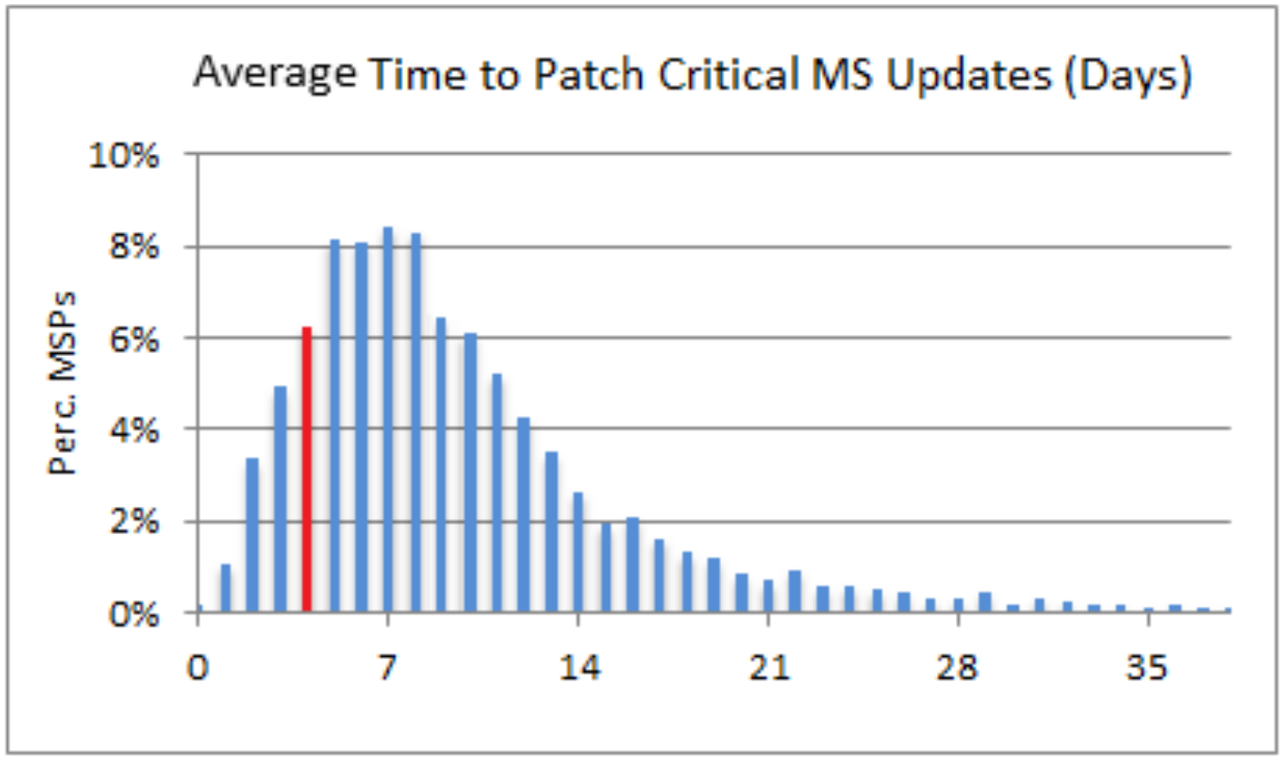
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You rank in the top 30% in time to patch

You rank in the top 30% in quickly applying critical MS patch updates in the last 6 months.

Ticket created 4 days ago

Importance: Normal



- Your average time to patch in last 6mo: 4 days
- Our recommended best practice: Within 2-7 days

Assign | Snooze | Dismiss

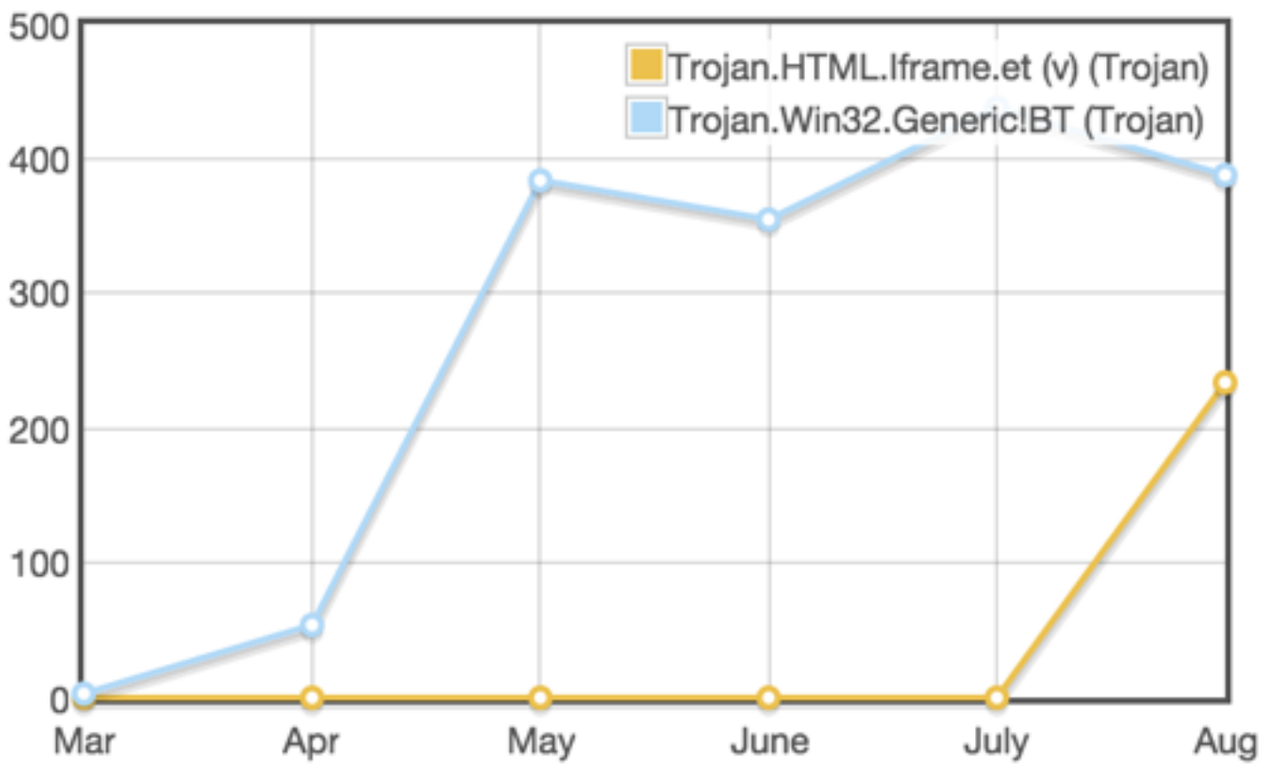
Global Benchmarking

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2 viruses on the rise in your geographic region

2 viruses are on the rise in your area
Card created 2 hours ago
Importance: Low

Trojan.HTML.Iframe.et (v) (Trojan) and Trojan.Win32.Generic!BT (Trojan) are on the rise in your geographic region. Please ensure all devices are protected with the most up-to-date AV software.



Snooze Dismiss

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2 patches have a high failure rate

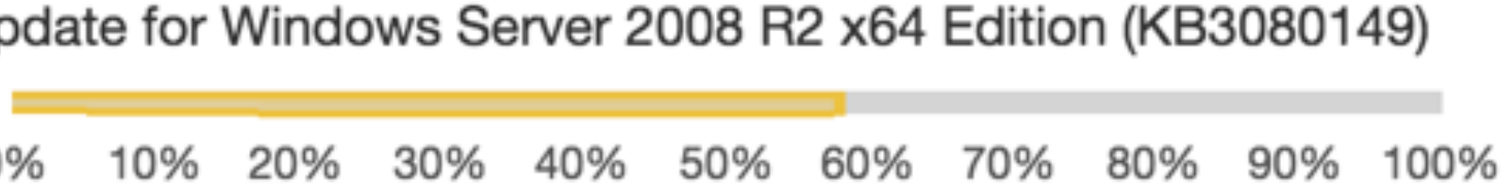
2 patches have a high failure rate

Card created 11 minutes ago

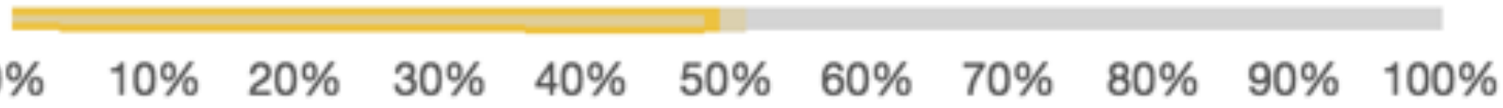
Importance: Low

Trends in our data suggest that these patches have a high failure rates. Keep caution when installing.

- Update for Windows Server 2008 R2 x64 Edition (KB3080149)



- Update for Windows 8 for x64-based Systems (KB3066441)



Snooze Dismiss

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Local Automation

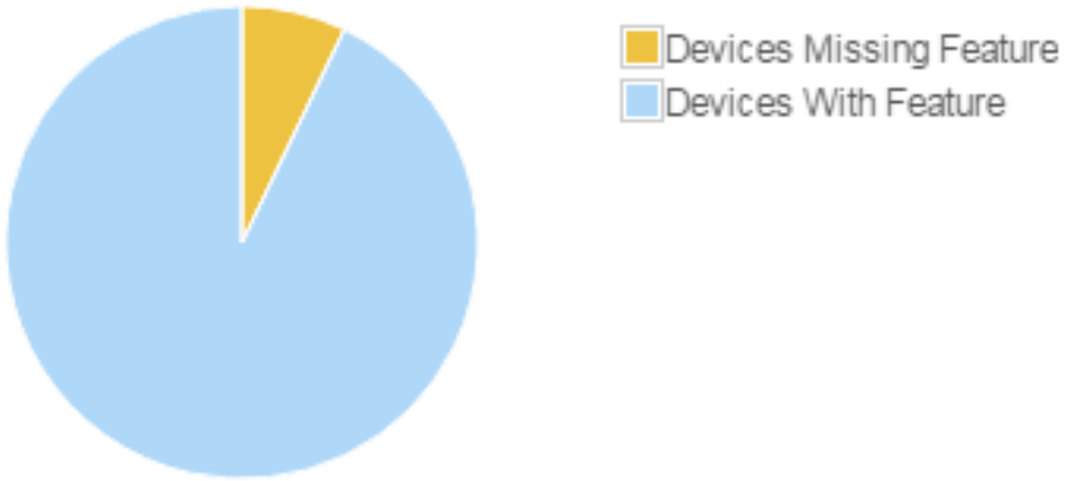
Devices missing feature: MAV

1 out of 14 total devices missing feature MAV for customer Kenny's Pharmacy at site Main St.

Card created 4 hours ago

Importance: Normal

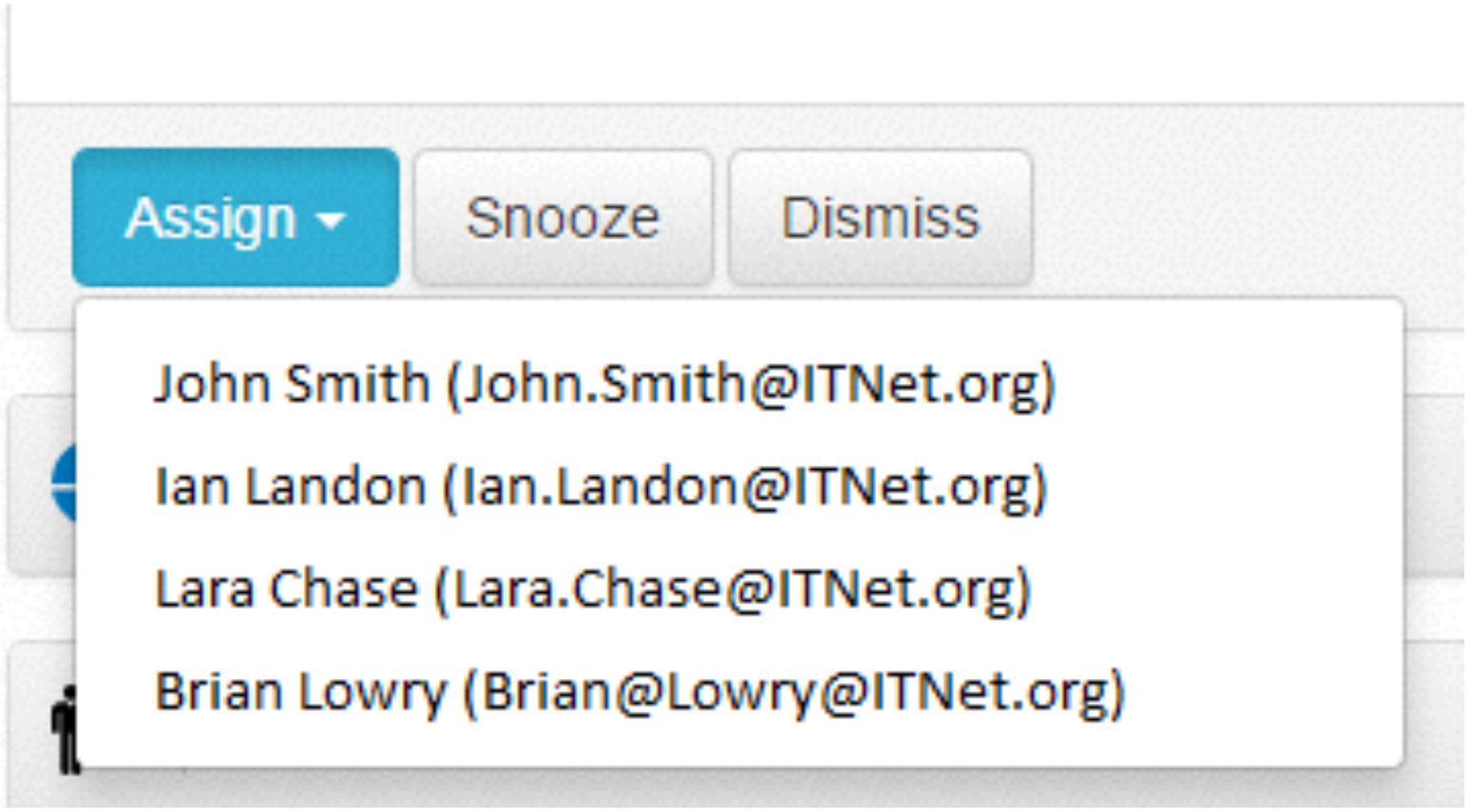
- Feature name: **MAV**
- 14 devices total
- 13 devices have MAV
- 1 device should have MAV added



- Devices missing feature:
  - KP-58392

Assign ▾ | Snooze | Dismiss

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Local Automation

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Software recently added or removed

1 of your devices have recently added or removed software

Card created 9 minutes ago
Importance: Normal

Some of your devices have recently added or removed software. Aside from the inherent risk of losing important programs or unknown software being installed, this can indicate that a user has been given administrator privileges on the device.

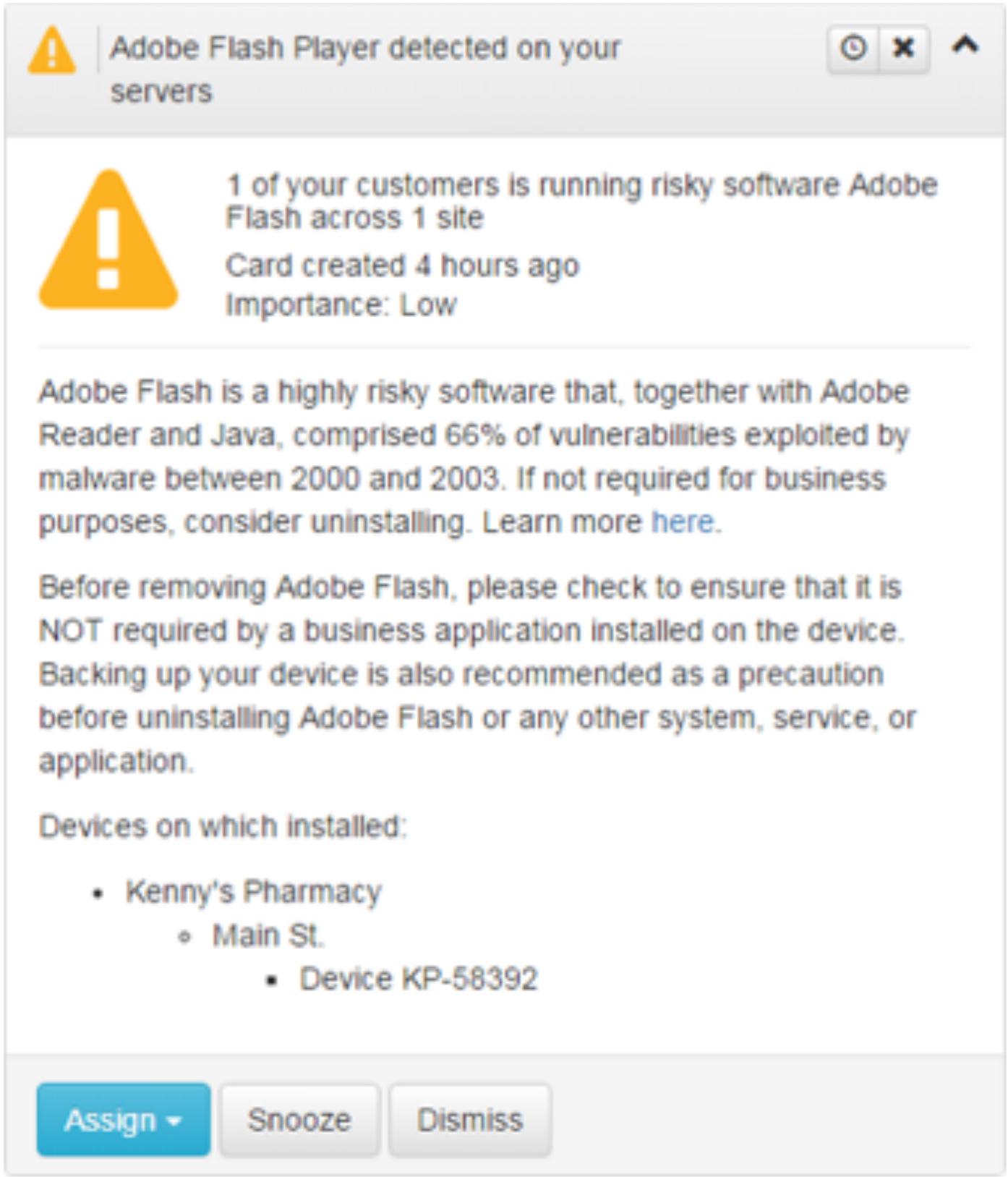
Devices with recently added or removed software:

- Nexus Workspace
  - Main
    - SLBNS-03
      Removed:
      - Mozilla Firefox 34.0.5 (x86 de)
        Removed: 5 days ago
      - Dell Client System Update
        Removed: 5 days ago
      - Java 8 Update 25
        Removed: 5 days ago
      - Sierra Wireless AirCard Watcher
        Removed: 5 days ago
      - Microsoft .NET Framework 4.5
        Removed: 5 days ago
      - Intel(R) PROSet/Wireless Software for Bluetooth(R) Technology(patch version 17.0.1414.3)
        Removed: 5 days ago

Assign ▾ | Snooze | Dismiss

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Tip: Use LocalSpeedVault to back up your data

1 of your sites being backed up by Managed Online Backup are not using LocalSpeedVault

Card created 11 days ago
Importance: Low

LocalSpeedVault is a free, integrated feature of Managed Online Backup that simultaneously saves all your backups locally, in addition to in the cloud. This gives your customers the flexibility to restore even the largest files at lightning fast speeds.

Enable this feature via Managed Online Backup > Settings > LocalSpeedVault and learn more here.

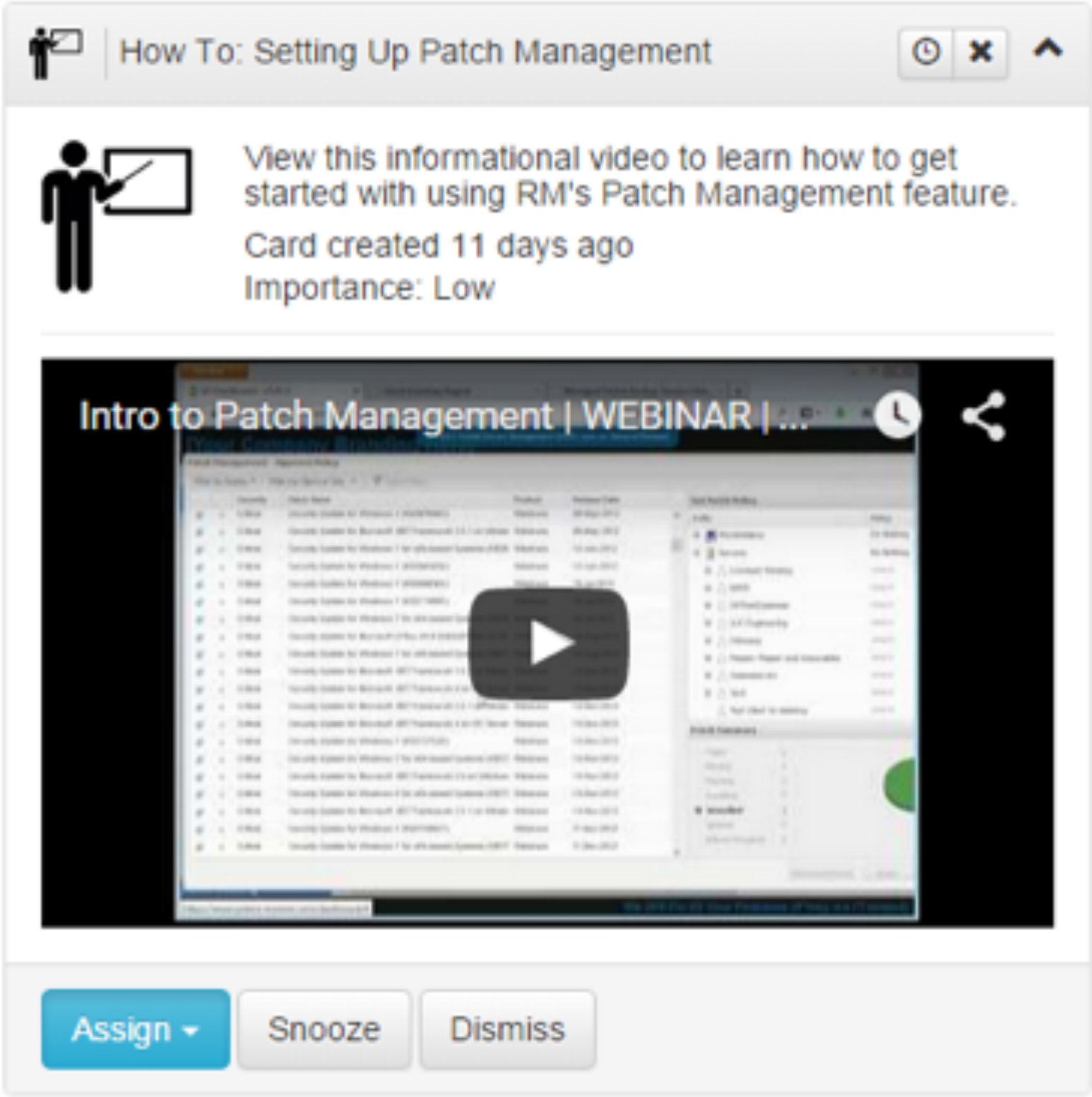
Devices that could benefit from LocalSpeedVault:

- Kenny's Pharmacy
  - Main St.
    - KP-58392

Assign ▾ | Snooze | Dismiss

Local Expertise Suggestions

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Prompted For Training When you Enable a Feature

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- Benchmark your practices against our Global community

- Learn about Global, Regional and Local issues and action them to ensure you provide the best service

- Support your team in making the best decisions for your clients

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MAX by LOGICnow | Risk Intelligence

https://test.iscanonline.com/MTUJLKH/scans/473301.html?key=1e17e65c3a20621aa8d65021d66cd567b15d3c22

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Mac on MAX

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Q & A

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Thank you!!

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