

THE ATSG PLATFORM: DELIVERING TOOLS FOR MANAGED SERVICE PROVIDERS



IN ORDER TO DELIVER CONTRACTED SERVICES TO THEIR CUSTOMERS, MANAGED SERVICE PROVIDERS (MSPs) REQUIRE SECURE AND EFFICIENT REMOTE ACCESS TO MANAGED ENVIRONMENTS. FURTHER, IT OPERATIONS TEAMS AT MSPS NEED THEIR INTERACTIONS WITH REMOTE CUSTOMER DEPLOYMENTS TO FEEL EXACTLY LIKE LOCAL INTERACTIONS. OTHERWISE, INEFFICIENCIES CAN OCCUR, WHICH LEAD TO SLOWER RESOLUTION TIMES, IMPACTING BUSINESS COMPETITIVENESS.

Since obtaining the secure, responsive access to customer IT environments they require is table stakes for MSPs, leading MSPs must differentiate themselves by delivering faster resolution times at a lower cost. However, this can be a challenge both time- and cost-wise given that addressing incidents often requires a hierarchy of staff to triage, troubleshoot and resolve the underlying problem once an incident occurs. Automated workflows and runbooks can help, but they are often executed using a combination of tools that have been stitched together, some of which are commonly homegrown. On top of that, automation tools aren't always adept at identifying what resources need to be engaged right away.

For MSPs, this challenge isn't related to just a few environments – they must deliver services to a multitude of customer environments that are distributed geographically, or in the cloud, all while maintaining security across and between tenants. Oftentimes, this requires multiple, separate instances of monitoring platforms, with limited integration or aggregation of dashboards and alert screens. As a result, MSP staff are forced to perform “swivel chair” management of multiple clients across different screens or – at best – browser tabs.

What's needed is a service assurance platform that allows secure, remote access to multiple environments while also delivering a streamlined, efficient and integrated experience.

ATSG offers a service assurance platform that allows secure, remote access to multiple environments while also delivering a streamlined, efficient and integrated experience.

THE ATSG PLATFORM AND SERVICE INFRASTRUCTURE MANAGEMENT LAYER (SIML)

The ATSG Platform provides predictive and proactive business service assurance across hybrid infrastructures, with actionable intelligence for prioritizing and addressing problems before they impact critical business services. This protects revenue, improves customer experience and reduces IT costs.

To improve the effectiveness of the ATSG Platform for MSPs, ATSG leveraged our own deep experience as an MSP to create the Service Infrastructure Management Layer (SIML). SIML is a cloudbased, multi-tenant application for centrally monitoring and remediating distributed customer environments. It works by consolidating customer instances of the ATSG Platform into a single application, maximizing

the efficiencies of remote service operations staff centers. SIML offers secure, bi-directional, multi-tenant remote access to distributed customer environments and includes multiple MSP-specific automations and workflows. It can help MSPs reduce mean time to repair (MTTR) and improve staff efficiency, consequently increasing customer satisfaction and lowering network operations center (NOC) costs.

To ensure the security of SIML deployments, sensitive information is collected and analyzed in a Distributed Management Appliance (DMA) on the customer premise. And to increase the efficiency level of its users, the SIML FieldWatch module streamlines workflows by

ATSG'S SIML

Increases security for remote access

Quickly addresses problems across multiple sites/customers

Streamlines NOC operations and reduces cost

automatically routing tickets to the experts – bypassing the need for triage by generalists – and allows single-click access to offending devices from within the ticket. SIML also provides the ability to perform day-to-day tasks, such as provisioning and upgrades, securely from a central location.

SECURE ACCESS AND CONTROL

SIML allows NOC teams to access customer devices remotely without having to establish a virtual private network connection. SIML also offers single sign-on capability, relieving administrators of the need to track multiple security credentials to access remote devices.

- Increase security with access through SIML controller vs. giving security credentials to multiple NOC personnel
- Increase security by keeping sensitive data local to the customer site

MSP-FRIENDLY WORKFLOWS

SIML reduces MTTR by automatically routing problem tickets directly to the specialist groups with expertise in that type of problem, thus avoiding the need for additional, time-consuming processing by generalists. When the specialists see the ticket, the workflow allows them to quickly authenticate and connect to the offending system with a single click to remediate the issue.

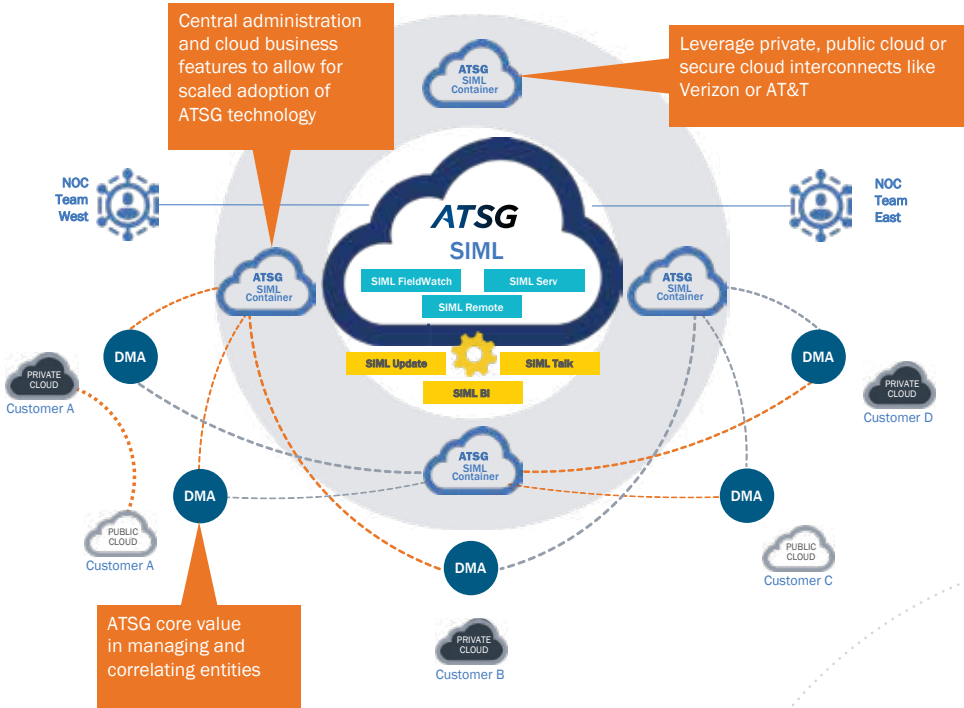
- Intelligently route tickets to subject matter experts
- Streamline workflows to save time and increase customer satisfaction

CENTRALIZED VIEWS OF MULTIPLE CUSTOMERS

SIML allows MSPs to view events and other data at multiple customer environments in an aggregated fashion, creating efficiencies and avoiding a “swivel chair” approach to management. Incidents can be grouped and viewed in order of severity, SLA commitments and other prioritization schemes. Through the secure centralized access SIML provides, NOC staff can quickly remediate problems, provision services and maintain systems from a single interface.

- Increase efficiency with single, centralized view of multiple sites/customers

SIML ARCHITECTURE



- The SIML architecture is distributed and takes advantage of public and private cloud infrastructures – this provides built-in load balancing and redundancy with the ability to easily scale to add new sites.
- The DMAs keep all sensitive data local to the end-customer site for added security.
- All operations team access is via the centralized SIML controller.
- Operators authenticate to the controller and have assigned privileges regulating which customers they are able to monitor and manage.
- All communication to the customer site is done securely between the controller and the DMA.

ATSG’S SIML ENHANCES SECURITY AND OPERATIONS EFFICIENCY

SIML delivers secure, multi-tenant remote access with streamlined workflows, helping MSPs to increase customer satisfaction and differentiate themselves in the market while reducing NOC operational costs. Additionally, SIML allows IT teams to:

- Address issues more quickly and reduce costs with automatically routed tickets
- Increase security with access to remote sites via the SIML controller and by leaving sensitive data local
- Increase efficiency through central monitoring and management of multiple customers

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