Better Network Management

Take Ownership of Your Client Networks

Contents

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How Are Your Techs Resolving Issues?

Your technicians are on the front lines of your business. Often, they juggle their time between different client networks—toggling from screen to screen—reacting to tickets in whatever order they are assigned. Their desks may be strewn with handwritten notes to input when they finally have the time.

They know, more than anyone, the client is waiting for their solution. But at times, it feels more like they're just putting out fires than really getting ahead. They handle a variety of remote network issues, connectivity, and access, all with different levels of urgency, yet their limited views into these systems blind them to simple solutions. This makes what should be easy-to-solve issues much harder to see and quickly fix.

And, as your staff experiences daily, when a complaint is lodged and a ticket is generated, a client is already on edge. The fact is, regardless of your service level agreement for resolution time, minutes feel like hours, hours feel like days, and days…well, you get the picture.

There is a better way to master your client's network, and it all begins with better network management strategies and tools that go beyond endpoint management alone.

With these new solutions, you can drive down wait times through dynamic self-help options, see all of the device connections to take action before something goes wrong, and script out solutions for common problems—all from information in one easy and convenient place.

Add to that clear views of endpoints and network connections, routers, and desktops, allowing technicians to spot and correct problems before the client is even aware. And, most important of all, this higher level of service keeps clients happy—and may even guarantee their loyalty.

Change Your View for Better Efficiency

The benefits of better network management strategies and tools are many. They begin with whole infrastructure viewpoints that identify where your technicians can be more efficient in problem detection and resolution. These views can also help keep your client's employees online and on task, which is something they appreciate.

To achieve these and other benefits, it's key to lose your old view of IT service—one that often relies on reacting to challenges. Instead, you need to "go pro"—proactive, that is.

Proactive management is fast becoming a leading differentiator for any kind of service business. Why? Because clients don't just want good customer service, they demand *exceptional* service.

This trend is on the rise. According to customer service experts, we are in the middle of a seismic shift from "client focused" services to "client committed." This means the new normal in customer expectations revolve around these three things:

Speed—Ease—and Personalization.[1]

The fact is this: **Only one in 26 clients report a bad experience with you.** And they may just disappear without reporting the problem at all.

[1] https://www.walkerinfo.com/knowledge-center/featured-research-reports/clients2020-1

The key to achieving this is to provide network management services with high-level views that:

 • Map your entire customer's network so technicians see all the connection points

 • Identify possible failure points before something breaks down

 • Allow technicians to fix problems quickly when a device does go down

 • Manage inventory to easily identify all connected devices and their integrations

 • Provide services that are beyond endpoint management

Once these key functions are integrated into your system, it's easy to see how your client expectations can be achieved through:

 • **Speed:** Automating routine tasks that script common problems for easier and faster resolution

 • **Ease:** Providing more robust self-help functions to empower clients to quickly find their own resolutions

 • **Personalization:** Leveraging clear tactical information about the life cycle of technical infrastructures—from servers, to routers, to needed upgrades, all the way down the chain to each workstation

Being more agile and responsive when a ticket is issued is just part of the story. After all, it's better to find and fix a problem before a ticket is generated by the client. That's one key feature to effective proactive service, and it can free agent time for higher-level problems and keep client employees on their tasks.

Time saved from the small stuff leads to more proactive network-preventative maintenance activities and monitoring. It also frees time—without added staff—for you to take on more clients with ease.

With capabilities like these, you'd boost your business from a vendor who provides contracted services to the status of client partner—one who "owns" the client network to provide valuable and enhanced services that help make them more successful at their core business. Your client would have network services that keep their employees working even more efficiently. And you? You'd have new avenues of revenue and the ability to serve more clients without the need to staff up.

Proactive Support for Client Satisfaction

To adopt a proactive strategy and partner with your clients requires a new way of thinking. Turning around some of the old concepts of client acquisition and retention is a good starting point.

Today, service providers stay ahead of client expectations by:

- Turning from a revenue mindset to creating **value** for clients
- Providing more **long-term services** rather than short, quick fixes
- **Engaging** with client needs rather than just building a relationship
- Turning from "managing" expectations to **"knowing and exceeding" expectations**
- Making the move from counting interactions to **highlighting positive outcomes and experiences**[2]

It takes clear, over-arching, and useful views of the entire network to identify productivity-killing issues, such as connectivity or bandwidth reductions, and initiate a resolution before it becomes a bigger headache. Yet that's something many MSPs just don't have.

Adopting proactive strategies also opens up other new possibilities. One of these is automatic remediation ticketing, a way to bypass the agent with scripted solutions that quickly—and almost magically—resolve a problem. The benefit? Automated remediation services can free up your help desk capacity and offer you as a new billable service for your existing clients.

[2] https://www.slideshare.net/ekolsky/cx-for-executives

Proactive management has many other positive aspects beyond client satisfaction or new revenue streams. It empowers teams to work more closely and partner on problem resolutions. Common solutions can be scripted and shared. In this way, technicians manage the problems much more quickly using proven remedies accessible from a single source. The client experiences minimum or no interruption in their workflow, and your MSP has just found another way to drive increased client satisfaction and loyalty. That's a true win-win.

> Free up capacity to take on more clients, and the opportunities are boundless. Only 39% of small and medium-sized business currently use an MSP. But with the increase in cloud usage, that number is expected to rise by more than 11% in the next few years.

So, what do you look for when adding proactive service solutions (the ones your clients are clamoring for)?

It starts with five key features that—coupled with the advantages of instant insight and whole topography views— can be seamlessly integrated into your current workflows. Features that provide:

1. Automated, real-time network mapping of every client site

2. Fast and easy deployment configured to industry best practices

3. Seamless integration into the MSP toolstack with two-way sync

4. The ability to easily draw information from multiple data sources into one location

5. Support to hundreds of devices that cover all of what your clients may have

The Path to Better Network Management

With ConnectWise and best-of-breed Solution Partners within the ConnectWise ecosystem, you'll have a dynamic network management solution set built especially for technology organizations. You'll get instant insight from a single dashboard and complete visibility to all network devices—from switches to routers and desktops to virtual and non-virtualized servers. This view allows your technicians to easily see connectivity, access, and performance metrics. Our partnered solutions offer the most efficient—and profitable—resource for effective infrastructure management.

When you put integrated automation capabilities and high-visibility dashboards together, you'll enjoy:

- Increased visibility into client devices to close tickets faster

- Device and network data collection housed in one source to make network management easier

- Dashboard and topographic style maps that show devices and their statuses

- Real-time views of every device and their integration for every client

- True remote monitoring and management (RMM) functionality through the entire infrastructure

- The ability to support more than 700 devices

The Path to Better Network Management Continued

Added with the convenience of ConnectWise Manage®, you'll also have:

- Automatic synchronization between alert functions and ConnectWise Manage tickets

- A single spot on ConnectWise Manage where all clients can be viewed

- Real-time metrics about every device on a network (even ones your clients don't tell you about)

- A live history of all communications for simpler ticketing, troubleshooting, and invoicing

- Automatic integration of network inventory and configurations to boost efficiency of data collection

And with ConnectWise Automate® and its new Network Probe, you will now have the ability to create a complete map of all your client networks. Your staff can view all devices and how they are interconnected to pinpoint and troubleshoot even faster.

You'll also find that the partnerships developed by ConnectWise work to provide the compelling network management solutions you need to satisfy your client's demand for speed, ease, and personalization.

• **Speed** – Automation and clear windows into the infrastructure to anticipate and resolve problems that actually takes "speed" to a whole different level of responsiveness. ConnectWise Manage and ConnectWise Automate combined with dynamic infrastructure maps provide a fluid dialog that finds and solves problems—many even before they are detected by the client.

• **Ease** – Backups and network configurations done without manual intervention provide both ease and peace of mind by automating processes that preserve data integrity and access.

• **Personalization** – With End-of-Life (EOL) reporting, warranty issues and the lifecycles of key infrastructure components are easy to share with clients. This way, you partner with the client to help them plan for timely replacements that minimize surprises, such as unplanned downtime or key equipment breakdowns.

" *The ConnectWise team gave us the tools to automate a lot of manual processes. We cut our onboarding time by at least 75%. And, it pulls client configurations into ConnectWise Manage which gives all the information we need.* "

—ANDREW KROPF, *Infrastructure and Solutions Manager, Network Doctor*

The new normal for providing clients the services they expect and demand revolves around speed, ease, and personalization. To realize the benefits of these requires a more proactive approach to network management. But you also need the right tools.

Imagine how behind-the-scenes remediations, powerful self-healing options, and integrated visibility in the network can reduce the impact on many of your help desk services—even fixing problems often found first by the client, not your staff.

The best path to mastering your clients' networks is to partner with a solution built with the knowledge and integrations needed by today's technology organizations. With the targeted automation functions in ConnectWise, coupled with complete and useful views of your networks on one dashboard, you've found that solution. Contact the ConnectWise team to find out how we create and partner with the right products and tools so you can seamlessly take ownership and master both your clients' networks and their high-level expectations.

ConnectWise®

D&H

For more information, contact D&H at Cloudsolutions@dandh.com or 800.877.1200.