

# Monitoring as a Service



Does 24/7 monitoring keep you ahead of the business curve?



The technological evolution comes with its own set of challenges: new vulnerabilities around security, need of availability around the clock, demand for prevention of unwanted entry.

As a service provider, you are asked to deliver security and visibility with continuous control of networking and IT environments. Every minute, every hour, every day; 365 days a year... irrespective of the size of your business and your in-house IT resources.

## Monitoring

Monitoring, for example, has become a fundamental requirement for the reliable performance of any IT environment or service today. Well-monitored services are a guarantee for continuity and predictability without disruptions and complicated performance issues. Good to know that Insight's Hybrid Cloud Team with more than 100 years of industry experience is ready to monitor your services for you, proactively, 24/7/365.

## Business benefits

**How does monitoring as a service benefit your business?**

24/7/365 Monitoring as a Service by Insight significantly adds to the success of your business and increases your competitive strength. How? Because monitoring greatly contributes to the reliability of your IT environment and improves the quality of your services, and, most likely, at better pricing too. Customised and comprehensible reports enable you to act proactively and be fully aware of future costs. You can be sure that you will be ahead of the business curve for a long time.

There are various angles from which we can add value:

- **From the cost perspective:** Monitoring as a Service by Insight is cheaper than doing it in-house by yourself.
- **From the experience perspective:** we offer a combination of skills and staff so you can add experience to your IT team or have us act as your IT team, if you don't have one.
- **From the reliability perspective:** no modern business can afford to be without monitoring their systems. Insight's Hybrid Cloud Team can be that safety net that your systems are always there and always available.



## Monitoring – Pains

### Loss of major service

Businesses can lose thousands by the minute when their IT systems are down. It is probably one of the biggest fears for any service provider to be caught by the loss of a major service due to the lack of control and visibility, preventing him from meeting his customer SLAs. Yet, many businesses run the risk because they think that 24/7 monitoring is too expensive or takes up too much time. Others do not really know what to monitor or how to adequately interpret monitoring data and receive valuable, comprehensible reports.

### Monitoring is expensive

Many businesses think that 24/7 monitoring is too expensive for them. They need their competent and skilled technicians to work on their core customers' offering, generating direct revenue. But what about the indirect costs related to corrective actions in case of unexpected errors? Or the reputation damage, when end users are confronted with unexpected failures?

### Monitoring takes too much time

When monitoring is carried out correctly, it is always available 24/7, all year round. It never goes down, so that systems and applications are always watched and always noted. Many service providers, especially smaller companies, do not have sufficient staff available day and night to cover this level of monitoring and to act promptly on the reported information. As a result, monitoring is not on their top priorities list.

### We do not know what to monitor and how to interpret the data

Starting with monitoring is one thing, but knowing what you have to monitor is another. At Insight we often meet service providers who do not really know what to monitor. Of course you can monitor everything you want, but it is crucial to monitor precisely those parameters that you need or want to know. Trend information, for example, or performance analyses, downtime information and anything else relevant to your business. But where do you start and how do you convert the data into valuable and understandable reports?

## Monitoring – Gains

### The safeguard for your IT environment

If you recognise any of the above, have you ever considered monitoring as a managed service? Year-round, proactive monitoring keeps you ahead of the curve, enabling you to perform predictive event management and meet customer SLAs easily. You are always in the lead. Insight's highly skilled Hybrid Cloud Team provides you with the safeguard that your environment is watched over 24/7/365 and responded to when an alarm comes in. We help you gain control and visibility over your IT environment, let you know what is happening, before it even happens. At reasonable and manageable operational costs and lower costs for corrective actions due to unforeseen alarms.

### Knowledge, control and visibility

The real value of monitoring as a service is that you gain knowledge, and control and visibility over your IT environment, with continuity and predictability as the most important results. Are you unsure which parameters to monitor? Then we help you with automated asset discovery. Our experienced hybrid cloud engineers look into your environment, feed parameters into our monitoring tools, run the service and report it to you. Together we then determine your most important monitoring parameters. You will find us standing by your side and improving your service day by day.

### Availability

Monitoring only brings advantages if it is done 24/7/365. This usually means two or three well-trained engineers are needed to be on top of it. If you do not have the resources or, if you do have them, but you do not have the budget or want to spend it on monitoring, monitoring as a service can be extremely helpful. Especially smaller service providers will benefit from Insight's Monitoring & Fix plan, under which we not simply monitor but fully manage your environment for you.



### Cost reductions

Do you think that monitoring is expensive? Ask us and you will be amazed that we can offer you professional monitoring services at very reasonable costs. And what's more: manageable costs. You will discover that your operating expenses can be massively reduced, because you do not need extra engineers to achieve the same, if not even better, results. In addition, proactive monitoring helps you to prevent unforeseen costs, because fewer manual interventions and subsequent extra costs are required due to sudden alarms and loss of service.

### SLA compliance

SLA compliance is within easy reach with Insight's SLA compliance feature within the monitoring toolset allowing you to measure uptime against SLAs and KPIs. This feature enables you to easily report against the deliverables to your end-users. At Insight we work on a zero-alert policy, which means that we will not tolerate any alarm that seems supposedly harmless. We are actively working to clear those alarms 24 hours a day and will not rest until we have managed to clear all issues. This is really in the benefit of our partners.

## IMS Monitoring by Insight

Providing round the clock services, Insight Managed Services (IMS) Monitoring can monitor most environments or services, anywhere in the world, 24 hours a day, 365 days a year. Your environment can be physical, virtual or in the cloud. It is not about us looking at a screen for alarms, it is about us helping you to improve and identify faults in your environment and working towards fine-tuning it and increasing reliability.

Insight's monitoring services come in three flavours:

- **Reactive Monitoring:** we provide you with the monitoring toolset so that you can monitor the alarms or dashboards yourself. We will assist in the tuning of the alarms and metrics to give you meaningful data, and change thresholds or deploy probes at your request.
- **Proactive Monitoring:** We monitor your systems and inform you of any alarms. You manage your systems yourself; we do not have remote access to them. We will assist in the tuning of the alarms and metrics to give you meaningful data, and change thresholds or deploy probes at your request.
- **Monitoring & Fix:** We fully monitor and manage your systems. We work with you to define the probes and thresholds, monitor your environment entirely, inform you of any action required and resolve it for you.

# Why Insight?



**24/7 monitoring offers you control and visibility of your environment and guarantees continuity and predictability. Instead of having your own IT staff work outside office hours or even at night, why not rely on Insight's rock-solid experts with over 100 years of industry experience to watch over your systems?**

1. IMS brings specialist knowledge and a full century of industry experience, hardly achieved by any individual business.
2. 24/7/365 monitoring services, multi-lingual service desk, serving all over the world.
3. Worldwide coverage: we work in any location where you need monitoring.
4. Proactive and reactive event management based on ITIL- and ISO-compliant processes.
5. Fully customisable solution, capable of monitoring applications, network, storage, servers, cloud, end users, and power availability.
6. Advanced reporting, trend analysis and custom dashboard creation.

## **According to the expert...**

*“With monitoring as a service, we are not engaged in selling a service, but we look at how we can improve a partner's business and add value to it. Every single day, the entire team is dedicated to learn more and improve their skills in order to deliver the best possible service to our partners and improve their performance.”*

**Mark Durrant, IMS Hybrid Cloud Technical Manager**

For more information please contact your Insight Account Manager.