

Atera's Agile Innovation results in MSP Opportunities

Strategy meets Transactions

Every MSP should have a strategy of selling deeper into its existing customer base. That is called an upsell strategy and the stuff of business plans and strategic retreats. But converting strategy to transactions is harder than it appears. Atera's new Network Discovery solution eases the pathway to implementing the upsell strategy to transactional opportunities. How? The Network Discovery solution creates RMM transaction opportunities based on data science that analyzes scanned results and generates upsell opportunities for the MSP.

SECRET: Research shows that the average MSP is foregoing nearly \$90,000 in opportunistic revenue because of unawareness of upgrade-related improvements for the clients such as the recent Microsoft Windows and Server End-of-Life (EOL) that occurred in January 2020.

CRM meets RMM

First to market is not an understatement. This is the first time we have seen a technical tool that crosses over to a marketing machine. The concept is simple. Atera's data science engine scans the inventory data collected during the RMM phase. Opportunities are created based on client's needs such as the aforementioned EOL scenario, warranty-related upgrades, etc.

Ease of Use Meets Effectiveness

Atera's reputation has been built on software simplicity with its signature RMM solution for MSPs. That mindset has been extended to embrace and extend additional functionality provided by Network Discovery. The point is, this simple tool can allow you to do a better job as an MSP (with network node visibility) and contribute to your financial success.



Special points of interest

- The average MSP has \$89,960/yr in opportunities
- Designed around YOUR upsell opportunities
- Real, live, revenue opportunities are presented on dashboard
- New opportunities are continuously updated
- Streamlined customer onboarding
- Automatic Security Scans



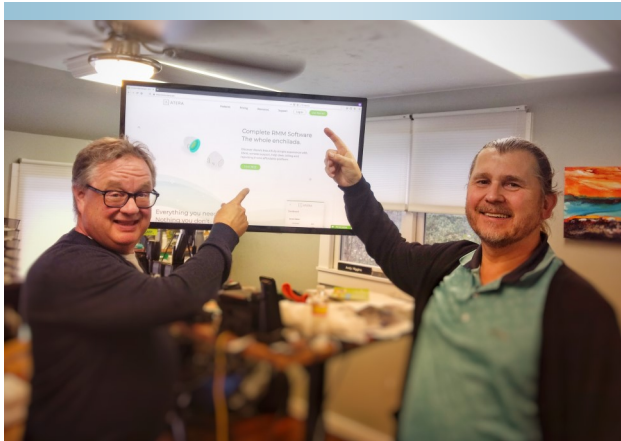


Figure 1: Andy Higgins (right) joins author Harry Brelsford (left) in testing Atera's Network Discovery tool at the IMCollaboration office.

Real Partner Using Network Discovery

Andy Higgins is an experienced MSP (IMCollaboration) in the Austin, Texas area. He has been searching for a PSA/RMM tool right sized and right priced for his small MSP practice (Higgins has less than five employees). Higgins has tested several solutions and landed on Atera (see our video <http://bit.ly/ateranetworkdiscovery> where we interview Higgins).

Return on Investment (ROI)

MSPs that are using Atera's solutions are investing in themselves and their clients. Because of the easy-to-use nature of Atera's solutions plus the efficacy of its ability to magically create opportunities, the time (ease of use of the tools for the MSP) and value equation (finding nearly \$90,000 in new opportunities from existing clients) is in balance, it's safe to say the ROI is fantastic and off the charts!

Note: One factor driving superior ROI is the low "per technician" cost of the overall Atera solution. Visit www.atera.com for the latest pricing information.

What put Atera in the win column? It was Network Discovery. Higgins felt a few of the solutions matched up evenly. But Network Discovery was unique... "Network Discovery brought cost effective automation to our client portfolio." Higgins shared. "But it was the opportunities feature in Network Discovery that allowed me to make the decision to move forward with Atera."

What it is not...

The opportunity paradigm embraced by Network Discovery is to find opportunities for the MSP to upsell to existing clients. This is not to be confused with lead generation tools that explicitly seek out new clients. However, the knowledge gained by using Network Discovery will allow the MSP to predict and target what type of new clients might need EOL upgrades and warranty-related updates.

Road Map

As of this writing, Atera intends to introduce the following functionality in 2020:

- Installing SNMP and end devices with a click
- Supporting work groups and Azure AD
- Scanning multiple subnets for a customer with one scan
- Automate workflow for onboarding new customers

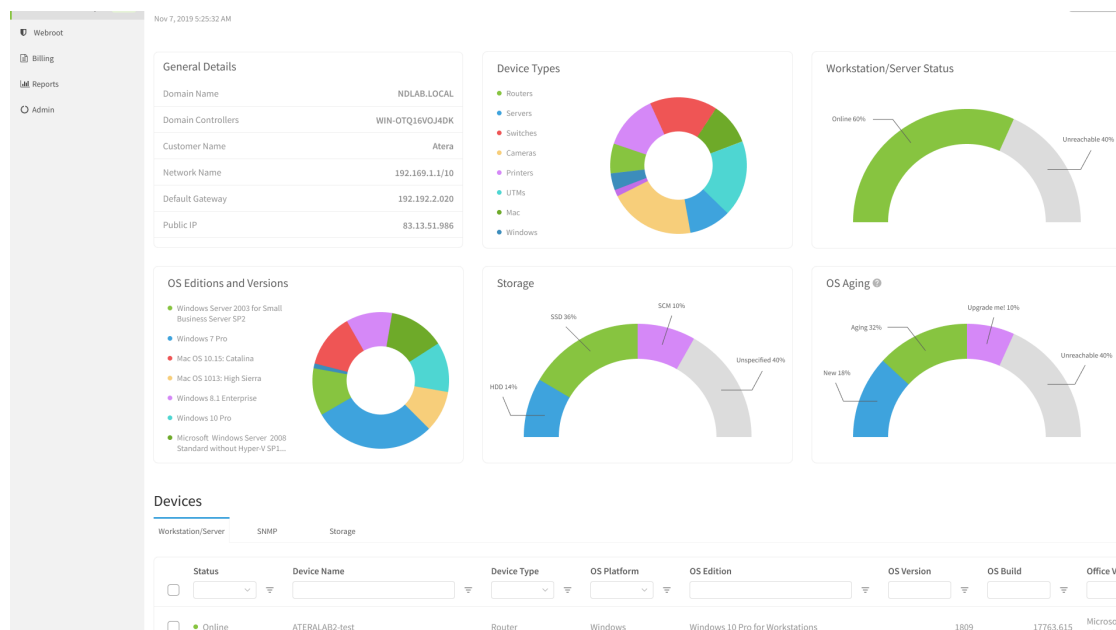
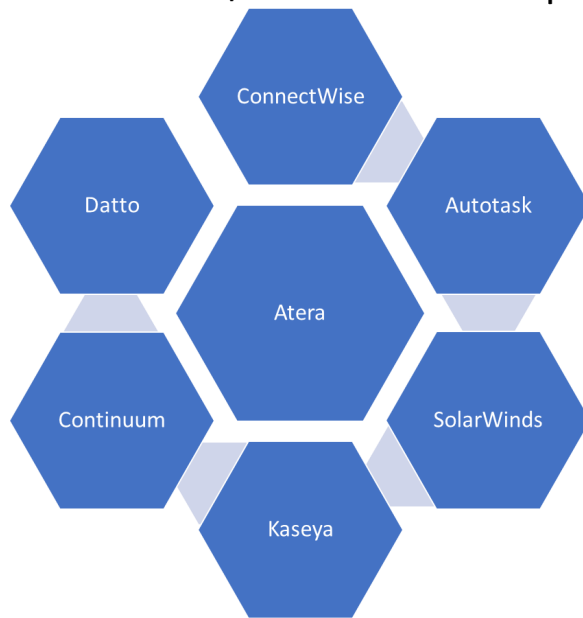


Figure 2: The Discover view in Atera's Network Discovery

SMB MSP RMM/PSA Marketplace - Large



Marketplace

Atera is particularly well-positioned in the SMB marketplace for MSPs seeking a light weight and effective management tool. There are two markets that delineate .

Large

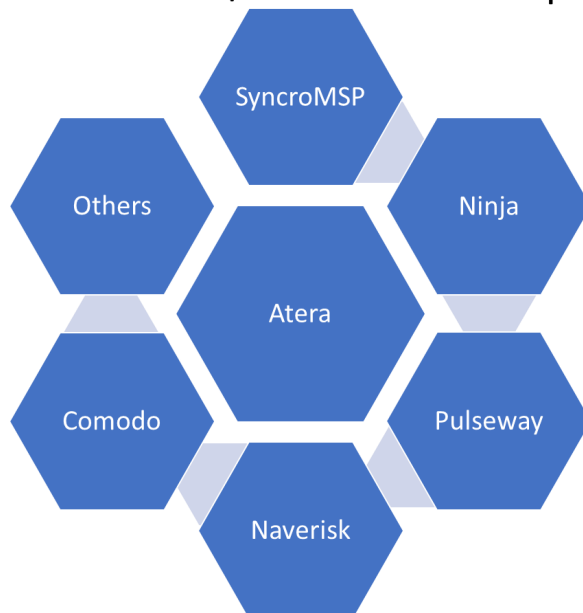
We determined that Atera is often a migration choice for MSPs who have tried the enterprise-sized RMM/PSA solution and want to save money and enjoy comparable relevant functionality. In our research, one well-respected Reno, Nevada-based SMB MSP shared the following: *"I'm looking for a ConnectWise replacement- it's just too bulky for me."*

Small

Atera competes side-by-side with a few capable RMM/PSA solutions. Our research found that Atera is unique in head-to-head competition for two reasons.

1. Competitive "Per Technician" Pricing. We spoke with MSPs looking to give Atera a test drive and consistently heard that the "Per Technician" pricing indeed makes Atera more competitive than perceived direct competitors.
2. Functionality. The Opportunity module is a game changer in this space. Other Atera features and functionality compare favorably with similarly positioned competitors.

SMB MSP RMM/PSA Marketplace - Small



Additional Experiences

When we worked with Higgins at IMCollaboration to install Atera on the client's DC, we engaged with Atera technical support to resolve a few setup issues worth mentioning.

Port Opening. The first resolution concerned what port openings were necessary. We were unsure and ran a port scan of monitor packet traffic. A quick chat session with Atera technical support clarified that Port 443 (TCP) must allow for Atera agent-related traffic.

DC VM Registration. At Higgin's client, the Domain Controller (DC) was running as a Virtual Machine. For whatever reason prior, the server license was not registered and activated with Microsoft properly. That resulted in Atera not completing its initial installation. Higgin's remedied the problem and Atera installed successfully on the second pass.

Note: Atera's technical support via its site Chat feature consistently resulted in two-way dialog within 2-minutes and we found the assistance to be both responsive and accurate.

The screenshot displays the Atera Network Discovery interface. The left sidebar contains navigation links: Available (Getting Started), Dashboard, Tickets, Alerts, Devices, Customers, Knowledge Base, Online Backup, Network Discovery (highlighted with a \$12K badge), Webroot, Billing, Reports, and Admin. The main panel is titled 'Network Discovery' and includes a search bar and a summary: '19 opportunities worth \$11,200'. Below this, opportunities are grouped by customer. Facebook has 9 opportunities worth \$570, including 'Newly added workstations/servers' (\$4,100), 'Unmonitored SNMP devices', 'Aging OS on workstations/servers' (\$4,100), 'Aging storage disks' (\$4,100), 'Installed HDD storage disks' (\$4,100), 'Bad sectors on storage disks', 'Missing antivirus software' (\$4,100), 'Missing backup software' (\$4,100), and 'Unstable power supply'. MasterCard has 4 opportunities, General Electric has 4, and McDonald's has 2.

Figure 3: The Opportunities view in Atera's Network Discovery



About the Author: Harry Brelsford, CEO and founder of SMB Nation, is a long-time analyst in the small and medium business sector with a focus on MSPs, channel partners and IT consultants. The author of 21 books and several hundred articles, Harry is widely respected in the community and often speaks at industry conferences.