

→ CASE STUDY

AUTOMATION HELPS MSP INCREASE OPERATIONAL EFFICIENCY TO ACHIEVE GREATER PROFITABILITY THROUGH STANDARDIZATION

MSP Uses Liongard to Save Time and Streamline Processes

ABOUT THE PARTNER

Since 1994, top.media has been providing safe and stable managed services to small-and-medium-sized enterprises in the Frankfurt Rhine-Main metro area. The MSP prides itself on being a quick-acting, flexible service provider that can proactively address customer issues before they become costly problems. Executive Director Patrick Lenz has been with the company since 1996 and has seen firsthand how technology (and its utilization) has morphed in the past quarter century and been put to use to help businesses add value for customers.

“Liongard shines a continuous flashlight into customers’ environments, both on-premises and in the cloud, to make you aware of dark matter that you didn’t know existed—or didn’t suspect had crept in behind your back.”

Patrick Lenz, Executive Director, top.media

top.media
IT von Meisterhand

QUICK LOOK

- SIZE: 18 Employees
- LOCATION: Wiesbaden, Hesse, Germany
- FOUNDED: 1994
- MANAGED CUSTOMERS: 30
- ENDPOINTS: 2,000
- END USERS: 1,000+

THE PROBLEM

- Keeping IT up to date can be a manual, time-consuming process

THE SOLUTION

- Liongard’s automated documentation paired with custom Actionable Alerts

THE OUTCOME

- Automation within Liongard helps top.media achieve higher profitability and deliver more value

BEFORE LIONGARD

THE NEGATIVE IMPACT OF MANUAL TASKS

Keeping IT up to date can be a manual and time-consuming effort that requires logging into multiple systems and reviewing changes to each system. This opens the door to human error and decisions made based on outdated information.

From spending an entire day digging for data to compile custom reports, to security mistakes made by previous IT suppliers, to simply not knowing when important changes occurred, top.media's Executive Director Patrick Lenz knew he had to find a way to "get out of headless-chicken mode"—for his team and their customers.

"The automated alerts, the standardization in the data...Liongard is overarching standardization. This is something we tried and failed to do manually. Liongard is constant re-evaluation, and that's the greatest benefit. It looks at what you set up and complains about it if you did it wrong!"

**Patrick Lenz, Executive Director,
top.media**

LIONGARD SOLUTION

AUTOMATION THAT STANDARDIZES AND STREAMLINES PROCESSES

A data comparison demo convinced Lenz that Liongard's automated documentation could provide the living, breathing data the MSP needs to deliver on its promises. On top of that, Liongard's information gathering process would be more accurate, easier and help them onboard customers faster.

Once up and running with Liongard, the top.media team was thrilled with the quality and depth of information from the automated documentation. By gaining more visibility into customer data, they were able to refocus their energy on proactive maintenance and solving issues as they arose.

Then, Liongard launched another game-changing feature: custom Actionable Alerts. top.media immediately latched on to this capability, which allows the MSP to set alerts on just about anything and have those tickets sent directly to its PSA (in this case, Autotask).

Now, Lenz and his team can easily:

- Develop dynamic alerts in Liongard that notify them when deviations from internal standards occur
- Detect critical changes and pinpoint when they occurred using Liongard's timeline feature
- Act on issues quickly
- Prioritize their workdays using the alert notifications as an easy-to-navigate to-do list
- Work more methodically and efficiently, freeing up time to add value for customers, focus on growth opportunities and scale

By using Liongard's custom alerts across customer environments, top.media has realized a level of overarching standardization it hadn't achieved in its 25+ year history. They now get more done, proactively, with much less effort.



THE OUTCOME

ACHIEVING HIGHER PROFITABILITY AND DELIVERING GREATER VALUE THROUGH AUTOMATION

Lenz has endless examples of how Liongard has helped top.media standardize, streamline, secure, add value and save—all while paying for itself many times over in little time. Areas of improved performance include:

GLOBAL STANDARDS: After onboarding a customer, a top.media team member noticed that a previous MSP had accidentally entered passwords into a visible field in Active Directory. Once top.media fixed the issue, they created an alert in Liongard to detect that issue across ALL customers (catching another case along the way) to ensure it wouldn't happen again.

SECURITY ISSUE DETECTION: When a customer added a second hard drive to the server without telling top.media, it could have been catastrophic for both parties. Luckily, a custom alert from Liongard notified the MSP that only one hard drive was being backed up. The issue was resolved in mere seconds, without anyone needing to be onsite. With Liongard acting as an extra "security blanket," Lenz and his team saved the day and had a positive customer touchpoint.

"I like having the ability to filter on anything and everything."

Patrick Lenz, Executive Director,
top.media

STANDARDS REVIEWS: Akin to a Periodic Business Review (PBR), top.media's Standards Review is a custom survey that helps the MSP stay on top of each customer's health. top.media currently uses myITprocess to configure and distribute their PBRs. With the depth of information and thought that goes into each one, this was originally a highly manual process. **What used to be an incredibly laborious task—taking an entire day per customer to complete—has been shortened by 50% using Liongard, a substantial time and money savings for the MSP.**

The top.media team is now able to pull reports from Liongard on multiple systems, pinpointing the exact data they need, and transfer that into myITprocess. With the time it takes to complete a Standards Review cut in half, they can now perform them more frequently, increasing their value and visibility to customers.

BILLING ACCURACY: With Liongard prowling for unused or duplicate Office 365 licenses, inactive PCs in Sophos Central and more, top.media helps its customers avoid spending unnecessary dollars while continuing to demonstrate its proactive nature and attention to detail.

PROSPECTING & SCOPING WORK: top.media uses Liongard to scope prospective customers more accurately and understand how far removed the potential customer is from the MSP's standards. The visibility they now have provides, in Lenz's words, "the path of least surprises," helping the MSP document pre-existing conditions, set rates accordingly and prevent margin erosion. They've even been able to identify and decline low-margin prospects with too many issues to fix, based on data pulled by Liongard.

COVID-19 CHALLENGES: With all the IT changes occurring during the coronavirus pandemic, top.media has been closely monitoring remote workstation matters like multi-factor authentication. According to Lenz, despite an uptick in security issues, they're able to course-correct easily via Liongard's alerts and change detection timelines to keep their customers' environments secure.

UNIFIED VISIBILITY

ACTIONABLE ALERTS → AUTOMATED DOCUMENTATION → REPORTING METRICS

