

# PIRE 2009 Project Proposal

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**Student Rank:** Undergraduate

**Student Expected Graduation Date:** Fall 2009

**Supervisor's Name and Title at FIU/FAU:** Masoud Sadjadi, Assistant Professor

**Name of the PIRE International Partner's Institution:** UFF

**Supervisor's Name and Title at the PIRE International Partner's Institution:** Esteban Clua, Professor

**Project Title:** Competitive Analysis

**Problem Statement:** The competitive analysis of IT automation solution providers focuses on modern day IT solutions from an MSP/SMB standpoint. The IT manager or MSP/SMB have a wide selection of solutions to choose from that can get the job done in a fast, easy, reliable and affordable manner. Our project is to identify and compare these solutions with Kaseya as a reference point. The implementation of these tools can optimize the efficiency of any organization. The main focus of this project is to do a competitive analysis on companies that are competing with Kaseya, companies such as: LPI, N-Able, Managed Engine, Zenith, IT Control Suite, Lan Desk, Altiris, KACE and Numara. As one of the leaders in IT Automation, Kaseya wants to be aware of the differences between their competitors so they can know on what makes them better and what makes their competitors better.

**Motivation and Impact:** The competitive analysis of these competitors will identify the strengths and weaknesses of Kaseya. This will bring into focus on what makes their company similar to their competitors and what distinguishes them. Knowing enough information on competitors can be the difference between persuading a potential customer away from its competitor to losing their own customers to competitors.

**Current Status:** Progress has been made on some of the criteria that Kaseya wants to know about their competitors. The beginning phase, of our research was a brief overview of its competitors; currently we are researching the second phase, the price, social community offering and sales methods of their competitors.

## **Research Roadmap:**

### Completed

Phase 0: Competitor Overview (i.e. background, number of employees, financial background, company headquarters, technology)

Phase 1: Product Offering, Value Proposition, and Messaging

In-Progress

Phase 2: Price, Social Community Offering and Sales & Distribution Methods

Due June 12<sup>th</sup>

Phase 3: Feature Overview, Deployment, Unique Features

Later Dates

\*Phase Unknown: User Interface Consistency, Strengths, Weaknesses, Automation Capabilities, Integration w/ Other Products, Support Process, and Service Offering

Power Point Presentation on our research is still to be determined

*\*The Project Manager will determine assigning a topic with the appropriate Phase.*

**Relation to PIRE Core Research Projects:** This research defines the autonomic resource management where the automation process provides management of resources (hardware and software).