

A Competitive Analysis of Some IT Automation Solution Providers: Kaseya, LANDesk, Altiris, N-Able, and SilverBack

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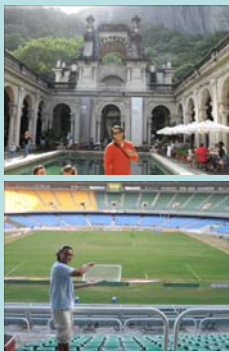
PIRE International Partner Advisor: Esteban Clua, UFF

I. Research Overview and Outcome

| Purpose: | | PIRE & External Influences: | | Motivation: | | Objective: | |
|---|-------------------------|--|--|--|--|---|--|
| While conducting the research for this competitive analysis, I was introduced to a wide variety of aspects related to the IT Automation industry, such as BUDR, monitoring, auditing, patch deployment and scripting, just to name a few. This learning experience allowed me to explore different features within the industry and made me gain more knowledge about the best IT Automation companies by comparing and contrasting their strengths and weaknesses. | | Working with Prof. Masoud Sadjadi (PIRE supervisor), Chad Gniffke (Project supervisor & Marketing representative at Kaseya) and Esteban Clua (PIRE international advisor) was beneficial, giving us the proper advice when problems arose, proper facilities to implement our project, and help to guide us to the right track by giving us positive criticism and feedback while performing these task during this project. | | The IT automation industry is growing very fast and IT automation implementations are no longer an option in medium and big business. Kaseya's product is a highly competitive and well rounded product that satisfies user needs in this field. | | <ul style="list-style-type: none"> ✓ Competitors Overview ✓ Product Offering ✓ Internationally Available and Where ✓ Support Process ✓ Social Community Offering ✓ Sales and Distribution Method ✓ Pricing ✓ Messaging & Marketing ✓ Value Proposition ✓ Technology ✓ Deployment ✓ Feature Set Overview ✓ User Interface Consistency ✓ Unique Features ✓ Strengths ✓ Weaknesses ✓ Automation Capabilities ✓ Virtualized Network Wants and Needs ✓ Integration with Other Products ✓ Service Offering ✓ Media (Competitor Videos) | |
| IT Automation Provider | Pricing | User Interface Consistency | Strengths | Virtualized Network | | | |
| Kaseya | Varies/Flexible prices. | ✓ | <ul style="list-style-type: none"> • BUDR • Scripting | <ul style="list-style-type: none"> • Most of their task are implemented with VMs. | | | |
| LANDesk | \$40monthly per client | ❖ | <ul style="list-style-type: none"> • No client software needed • Complete application sandboxing | <ul style="list-style-type: none"> • True application isolation • Minimize Migration Risks and Hassles | | | |
| Altiris | \$120/node | ✓ | <ul style="list-style-type: none"> • Remote control • Smart card authentication | <ul style="list-style-type: none"> • High Availability / Disaster Recovery (Cluster Server for VMware ESX) | | | |
| N-Able | \$65 monthly per client | ✓ | <ul style="list-style-type: none"> • Monitoring • Remote control | <ul style="list-style-type: none"> • Lack of support for VMs. | | | |
| Silver Back Technologies | \$8 monthly, min. 35 | ❖ | <ul style="list-style-type: none"> • Simplified, VPN-less deployment • 100% agent less | <ul style="list-style-type: none"> • Not fully operational (In progress) | | | |

II. International Experience

Places:



From its bustling beaches to the outrageous festivals, Rio de Janeiro is a city that knows how to entertain, day or night. Walking through Tijuca National Park to Corcovado Mountain's iconic Christ the Redeemer statue was a great experience. We explored the Brazilian history at the Municipal Theatre, Praca Quinze and former presidential residence, Catete Palace. And finalized with Brazil's most popular sport at the Maracana Soccer Stadium.

Facilities:



The facilities provided by PIRE were excellent, from our Flat to the services provided at Universidade Federal Fluminense (UFF), everything was a remarkable experience. While there, I didn't miss any amenities that I could have in the U.S.; everything was well provided by our Flat and also at UFF. The learning experience and support at UFF was exceptional. Thanks to this priceless opportunity I gained more experience in IT Automation solutions.

Food:

The food experience in Brazil was outstanding. Ranging from soup to pizza and everything in between, no single dish was alike. Brazil is known for one of the best steaks in the world. The giant skewers of meat are rotisserie-cooked over a mesquite charcoal pit. They are carved and served directly from the fire to your plate with a great self service section to compliment your dish the way you want it. Not only that, the food is amazingly cheap.



PIRE International Advisor:



Dr. Esteban Clua was our International PIRE Advisor and I can't say enough about him. One of the greatest people I've ever meet. Extremely kind, humble and friendly are just few words that describe him, on top of his great curriculum, of course.

III. Acknowledgement

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