# A Competitive Analysis of IT Automation Solution Providers:
## Kaseya, Numara, KACE, LPI and LabTech

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## I. Research Overview and Outcome

### Overview

This competitive analysis of IT automation solution providers focuses on IT solutions from an MSP/SMB standpoint. With a wide selection of IT automation software available, the MSP/SMB one can choose a solution that is fast, reliable, easy and affordable, suiting their company's needs. This project provides a competitive analysis of Numara, KACE, LPI, and LabTech Software, with Kaseya as the reference point.

### Motivation

The purpose was to identify the strengths and weaknesses of each of the companies using IT automation software. This will bring into focus the similarities and differences that each solution provider might have. Gathering enough information on each company can be the difference between persuading a potential customer away from its competitor, and losing their own customers to competitors.

### Objectives

Research topics for all competitors:

• Competitor Overview
  • background
  • number of employees
  • financial background
  • company headquarters
  • technology
• Product Offering
• Value Proposition
• Messaging & Marketing
• Price
• Social Community Offering
• Sales & Distribution Methods
• Feature Overview
• Deployment
• Unique Features
• User Interface Consistency
• Strengths
• Weakness
• Automation Capabilities
• Integration w/ Other Products
• Support Process
• Service Offering
• Pricing
• Technology
• Automation Capabilities
• Virtualized Network Wants and Needs

### Resources

Some of the resources that were used to gather information was: installing Trial Demos, attending Live Demos, and communicating with the companies reps. All of the information that was gathered was uploaded on a Google Doc Site.

### Side Projects

Other projects that had to be completed: Whitepaper and identifying possible MSPs on websites.
• Whitepaper: We had to do create a whitepaper, the premise being to convince a customer to choose specific IT automation softwares over another companies IT automation software (KACE, Numara or LPI).
• Websites: Review over 1000 URLs, and for each website; identify if each website was an MSP or a potential MSP

### Problems

There were some minor problems along the way. For one, talking directly with the companies was difficult since the only way to communicate with them was via email. Also, I was unable to find any information on the financial background for LabTech Software, since they are a new company.

### Outcome

Overall, the outcome on this competitive analysis was a success. I was able to find good information on each of the IT automation software's. With all the information gathered, one can know how to do a compare and contrast between each of the IT automation software, and choose which IT automation software is best suited for a companies MSP/SMB.

| IT Solution Provider | User Interface | Open Source | Price | Internationally Available |
|---|---|---|---|---|
| Kaseya | Consistent & User Friendly | No | Price varies | U.S., U.K., Brasil, Australia, Europe |
| KACE | Consistent & User Friendly | Yes | From $35,000 to $85,000 | U.S., Canada, Europe, Australia, Middle East, Africa |
| Numara | Different GIU for each software | Yes | Unknown | U.S., Latin America, Canada, Europe. |
| LPI | Consistent & User Friendly | Yes | License Starts from $2499 | Canada, U.S., Europe, Australia, Middle East, Africa, etc. |
| LabTech | Consistent but not user friendly | Yes | Price varies | U.S. & U.K. only |

## II. International Experience

### Brasil

After a 9-hour flight, we finally arrived at our destination; the beautiful Brasil. I was extremely nervous upon my arrival because this was the longest time that I would be away from Miami and I didn't know what to expect. But after my first week there, all the nervousness was gone and I was having the time of my life.

Taking this trip was an incredible opportunity, it made me more responsible. It can be tempting to go out every day and sight see, but that was not the main reason I was in Brasil, I had a job to do, and doing my work to the best of my abilities was something that I take pride in. So I made sure that the work comes first.

### University Life

We conducted most of our research in the Computer Science Building at Universidade Federal Fluminense. There were numerous research labs inside the building, we did most of our research in the Post-Graduate Lab. The University was spread throughout Rio de Janeiro, so not all departments were located in one location. Our campus consisted of Engineers, Computer Science, and Physics majors.

The students and professors in the Computer Science Department were very nice and helpful. The showed us around the campus and where the school cafeteria was. What was really convenient was how close our apartment was to the University, as it was basically a five minute walk.

### Food

The best thing about Brasil was the food. Most of the restaurant's are served in Kilos. My favorite restaurant was the seafood restaurant, Barbigao, and Fiametta's (a pizzeria). The preferred dish for brasilians is feijão com arroz (rice w/ beans) and churrasco. The majority of brasilians eat during almoço (lunch).

### Sites

We visited some of the most breathtaking tourist sites, all thanks to our advisor, Esteban Clua. Some of the sites that we visited during our stay: Cristo Redentor, Pao do Acucar, Buzios, Cabo Frio and La Maracana. I speak for myself when I say that watching a soccer game at "La Maracana" was my favorite. Being a soccer fan, watching a game at "La Maracana" was a dream.

## III. Acknowledgement