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 professional can choose a solution that is fast, reliable, easy and affordable, suiting their company’s needs. This project provides a competitive analysis of Zenith InfoTech, LogMeIn, ManageEngine, and IT Control Suite, with Kaseya as the reference point.

Objectives
Research topics for all competitors:
• Competitor Overview
• Company 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 included: installing Trial Demos, attending Live Demos, and communicating with the company’s reps. All of the information that was gathered was uploaded on a Google Doc Site.

II. International Experience

Brazil
A famous Brazilian by the name of Paulo Coelho has been quoted as saying, “Be brave. Take risks. Nothing can substitute experience.” I am a firm believer of Mr. Coelho because unless one lives in Brazil they can not understand how fantastic this country is. The experiences I gained while in Brazil were many. Mostly, I will remember the Brazilian people, and how they welcomed me and my classmates with open arms. The hospitality of Brazil is unmatched and I never felt like a stranger walking along the world famous Brazilian beaches.

There is plenty to see and do and while resting in between, there were plenty of places we stumbled upon that served some of the most mouth-watering dishes I had ever had. The food was full of flavor and always served with a smile. Visiting their famous landmarks, some hundreds of years old, helped me connect with their culture that could not have happened by just surfing the web or reading a book.

I was brave enough to journey far from the comforts of home, but like the quote says, the experience of going was immeasurable. I hope to one day go back and visit this fascinating country very soon as there is still so much more that Brazil has to offer.

FOOD
The best thing about Brazil was the food. Most of the restaurants serve their food by the kilo. We had a great time exploring our immediate area by foot, and I quickly found a restaurant I made my own.

It was a seafood restaurant called Barbagio and Fiametta’s Pizzeria. The made a fantastic dish quite famous among Brazilians called feijoada, which is called feijo in Portuguese. It is a seafood restaurant called Barbagio and Fiametta’s Pizzeria.

Campus and Research Facility
We conducted most of our research in the Computer Science Building at the Universidade Federal Fluminense. Their research labs are divided into several buildings but we did most of our research in the Post-Graduate Lab. There are campuses spread throughout Rio de Janeiro, so not all departments are necessarily located in one area. Our campus consisted mainly of Engineers, Computer Science, and Physics majors.

The students and professors in the Computer Science Department were very nice and helpful. They were kind enough to show us around the campuses, and where the school cafeteria was located. What was really convenient was how close our apartment was to the University, a simple five-minute walk.

III. Acknowledgement

The material presented in this poster is based upon the work supported in part by the National Science Foundation under Grant No. OISE-0730065 and in part by Kaseya. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the authors and do not necessarily reflect the views of the National Science Foundation. I would like to thank the entire Kaseya staff for their support, special thanks to my project manager, Chad Gniffke, for his guidance and for providing constructive feedback on my progress.