FIU FLORIDA INTERNATIONAL UNIVERSITY   **uff** Universidade Federal Fluminense

Partnership for International Research and Education
A Global Living Laboratory for Cyberinfrastructure Application Enablement

LA Grid Latin American Grid

A Competitive Analysis of IT Automation Solution Providers: Kaseya, LogMeIn, ManageEngine, Zenith InfoTech and IT Control Suite

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Kaseya Automating IT

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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 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.

Motivation

The purpose was to identify the strengths and weaknesses of each of the company's IT automation software. This will bring into focus the similarities and differences that each solution provider has. Gathering enough information on each company can be the difference between persuading a potential customer away from its competitor, or 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 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.

Side Projects

Other projects that had to be completed: Whitepaper and identifying possible MSPs on websites.
- Whitepaper: We had to create a whitepaper, the premise being to convince a customer to choose a specific IT automation software over another company's IT automation software (Kaseya, LogMeIn, ManageEngine, Suite, ZenithInfot).
- Websites: Review over 1,000 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 providers. With all the information gathered, one can know how to compare and contrast between each of the IT automation software packages, and choose which IT automation software is best suited for a company's MSP/SMB.

IT Solution Provider	Strong Points	Week Points	Unique Featuress
LogmeIn	Remote Control	Integrated Security, Patch management	Hamachi VPN
Manage Engine	AIX Agent	Integrated Security	OS Deployer
Zenith InfoTech	BUDR	Win OS Support Only	Complete Hosted Services
IT Control Suite	NOC Server Not Required	Scripting Engine or Application Deplyoment	ongoing Discovery of assets

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..
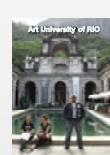
Campus and Research Facility

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.

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 Barbigao and Fiametta's Pizzeria. The made a fantastic dish quite famous among Brazilians called feijão com arroz (rice and beans) with churrasco, and is consumed mostly for lunch, which is called almoço in Portuguese.

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 where: Cristo Redentor, Pao do Acucar, Buzios, Cabo Frio and La Maracana. I can only speak for myself when I say that watching a soccer game at "La Maracana" was my favorite. Being a soccer fan, watching the game at "La Maracana" was a dream come true and an experience I will remember for a long time.

III. Acknowledgement