

# Is the in-house management of IT systems slowing down Australian business?

Kinetica provides cost-effective Management Services solutions

Supporting its leading range of Enterprise Management System (EMS) solutions, specialist Australian integrator Kinetica has released a service delivery option that not only frees customers from having to administer large EMS solutions themselves, but also spreads the cost, freeing up financial resources.

An EMS lays over the top of an organisations IT infrastructure, enabling simpler control and management of the IT systems and the information contained within them, as well as allowing better access to that information, said Kinetica Managing Director, Steve Dixon.

Many companies choose to manage their own EMS, but managing increasingly complex IT systems is proving to be something of an Achilles heel for many Australian organisations, which is where an MSP model can provide the solution, he said. People can easily get bogged down in day-to-day network and systems management problems and lose sight of the fact that EMS solutions are not only support tools but are also a powerful component of the daily management of the business.

Under Kineticas MSP model, the company provides all required software, implementation, support, customisation and ongoing administration, while ensuring it remains fully operational and relevant to the customers business requirements.

In todays ever-changing business world, no-one can predict what may happen to organisations, markets or technology. Buyouts, mergers and downsizing can leave an organisation with excessive or unused software applications. Given this, Kineticas MSP model can help mitigate the risk by providing a higher level of flexibility.

Any required changes to the management system, be they products, scale, service, support or functionality, can be easily accommodated, with a corresponding change to the monthly cost. This proves to be far more effective than writing off existing software applications and then purchasing new ones, said Mr Dixon.

Our MSP model offers customers a totally integrated EMS which is managed to the highest level and yet does not add to the workload of the IT department, he said.

One significant operational advantage of Kineticas MSP program is that an organisations IT costs are minimised. With costs charged monthly, the business does not have the burden of large upfront capital expenditure. This also mitigates the risk as the company is only charged for what it uses each month. The cost becomes an operating expense and is therefore fully tax deductible.

Mr Dixon likened the prevailing method of obtaining an IT management system to purchasing and maintaining a car.

At the moment, its as if companies are buying their car in pieces, assembling the components and then being trained on how to drive, service and repair the vehicle. If the car no longer meets their requirements, they will have to purchase a new one. If they cant afford that cost, they will leave their obsolete car to gather dust in the garage, he said.

Under our MSP model, the company would receive a completed car, designed according to previously specified needs. They would still be taught to drive it, but all the other maintenance or repair work would be carried out by qualified mechanics. And if the car became outdated, they could exchange it for another one under their leasing arrangement.

Key benefits gained under an MSP model:

1. All requirements of the organisation are addressed and aligned with the priorities of the business.
2. The best products are selected to meet the requirements of the organisation.

3. The system continues to evolve and add value to the company, rather than become outdated or under-utilised shelfware.
4. Changes in the organisation or the availability of new software can be easily accommodated within the base system without significant cost increases.
5. Costs are minimised as they are charged monthly and, as operating expenses, are fully tax deductible, enabling realisation of the return on investment.
6. The departure of key staff will not leave the organisation exposed to a potential interruption to a business process as the overall system is administered externally.
7. The system is delivered on time and within budget, providing the expected output.

The main aim of most businesses is to maximise their IT infrastructure to support and improve business performance, said Mr Dixon. An MSP solution assumes the burden of staying current with new technologies and allows the organisation to stay focused on its core competencies instead of buying, maintaining and upgrading management systems.

#### About Kinetica

Kinetica, formerly known as Full Spectrum, is the market leader in designing, implementing and maintaining Enterprise Management Systems which empower businesses to reap the benefits of their IT infrastructure. The company delivers management systems that are focused on supporting business processes and delivering complete control and visibility of the diverse and disparate elements of clients' IT infrastructures. Kinetica delivers the full spectrum of EMS solutions from industry leading vendors to tailor a professional, complete and reliable solution, using products that expertly match business needs. Visit the Kinetica web site at: [www.kinetica.com.au](http://www.kinetica.com.au) for more details.