

Content+Cloud Delivers **34% More Revenue** at **Net Zero Cost**

Redirected 1.4 FTEs to solution new services via SaaS and automation.

Award-winning UK-based MSP, Content+Cloud, provides specialized services for clients' cloud and transformation journeys. A typical client is an organization going through change with intent to leverage technology to drive business outcomes. Content+Cloud applied similar leverage to drive costs out of their operating model. What they achieved with the SL1 AIOps platform—delivered via SaaS—is not only a more efficient operating model, but also a new revenue engine in the form of premium managed services.

Customer Goals



Launch new revenue generating services with high scalability and reliability



Drive a rich portfolio of new managed services revenue at net zero cost



Deliver better SLAs and performance for increased customer value and satisfaction

ScienceLogic Solution



Consolidated tools into a single SL1 monitoring platform, fully integrated with ServiceNow for automated ticketing and troubleshooting



Shifted left in services delivery—spend less time building and operating the service; more time solutioning new services via automation, SaaS



Shifted from device monitoring to high availability and performance monitoring for mission critical business services

Results

1.4 FTEs

repurposed to deliver new service offerings

34%

more revenue fueled by 25+ additional managed services

75%

reduction in incidents per client

“ It is, for me, one of the biggest decisions we had with our monitoring platform, and ScienceLogic SL1 SaaS has proven an instant success. We have better visibility; we have better performance of the backend platform. We've de-risked, we have been able to move our resources to deliver more value in other areas proactively. And ultimately, we have increased our reliance and our partnership with ScienceLogic which for me is win-win-win. ”

– Ste Pallett, Director of Networks and Security, Content+Cloud

Technical Challenges Addressed



Consolidate & Maximize Tools

Content+Cloud saw that operating a mix of disparate management tools was complicating service delivery and limiting client value and growth objectives. Consolidating operations onto the single SL1 AIOps platform—delivered via SaaS—positioned Content+Cloud for significant business advancement. This move enabled Content+Cloud to leverage the SL1 platform for service monitoring and correlation along with workflow automation to achieve measurable improvements in noise reduction and operational efficiency; freeing staff to quickly solution new revenue-generating services.



Automate Ticketing & Triage

Heavily manual operations and limited automation previously kept Content+Cloud operations staff embroiled in routine monitoring tool administration and monitoring and event management activities. The SL1 SaaS platform enabled Content+Cloud to automate ticketing, troubleshooting, and remediation processes. This included automatically aligning and synching monitored resources (configuration items) with their CMDB as well as creating, populating, and enriching tickets with diagnostic data from the time at which the event occurred. Operations staff hours saved were redirected to deliver new services at net zero cost.



Increase Service Visibility

A critical priority for Content+Cloud is ensuring high performing business services and SLAs for their clients. To achieve this, Content+Cloud had to shift from traditional device-centric infrastructure monitoring to business service monitoring. SL1 business services and service dashboards provide Content+Cloud and their clients with proactive insight into how IT impacts critical business services, enabling noise reduction, prioritization of work, and faster root cause analysis. Exploiting the SL1 platform extensibility and configurability, Content+Cloud developed offerings for O365, Azure Site Recovery, Veeam, Datto, Bitdefender, and more.

Why ScienceLogic?

To support revenue growth objectives, a top goal for Content+Cloud is continuous delivery of new and differentiated revenue-generating managed services for their clients. Building on 10+ years of high-touch partnership, Content+Cloud engaged ScienceLogic experts to help it transform its ITOps to support their unique business objectives. Through a series of ScienceLogic Clarity workshops, the team uncovered several opportunities that could be implemented using a phased, continuous improvement approach. Central to this approach was standardizing on ScienceLogic and the SL1 SaaS platform to:

- Unify monitoring through tools consolidation and SaaS delivery to improve operations efficiency and agility
- Shift from device to business service monitoring to deliver superior customer experiences
- Partner to support business objectives, strategize solutions for improved operations and service innovation

ScienceLogic is a leader in AIOps, providing modern IT operations with actionable insights to predict and resolve problems faster in a digital, ephemeral world. Its IT infrastructure monitoring and AIOps platform sees everything across cloud and distributed architectures, contextualizes data through relationship mapping, and acts on this insight through integration and automation.