

Elevate Service Delivery with Flexible and Cost-Effective ITSM for MSPs

cherwell

There's no room for anything but efficiency in the Managed Service Provider (MSP) market—especially given the hypercompetitive environment that has formed in response to accelerated growth in this space.

If your underlying IT Service Management (ITSM) tools and systems aren't automated and consolidated, you're bound to see increased shadow IT, high administrative costs, lost employee productivity, security regulation non-compliance, missed SLAs, and other problems that negatively impact revenue-generating initiatives. The end result is likely to be increased churn of both staff and customers.

The market will only get more competitive as MSPs expand their offerings and new entrants seek to capitalize on the industry's rapid growth. To succeed, you need to:

- Develop new and differentiated offerings
- Deliver flexible solutions that provide greater value at a lower cost
- Accelerate time to market

Cherwell Service Platform is the Foundation

What if you had the tools to drive your IT operations to proactive mode using an open and extensible, no-code platform with seamless upgrades and a short implementation cycle? Cherwell provides a next-generation service platform that offers all the key functional capabilities for an immersive employee and customer experience, including:

System of Engagement

A rich set of interfaces and channels that enable your customers rapidly engage with the platform, providing a better self-service experience by easily creating customer portals without scripting or coding.

Automation Engine

A drag and drop workflow engine to automate simple and even complex processes to dramatically improve efficiency and productivity, reduce risk, and lower administration and development costs.

Analytics Layer

Platform intelligence, with comprehensive metrics and key performance indicators for actionable insights.

Integration Services

Flexibility to integrate through APIs, an integration library, or as a service - reducing the time, risk, and cost associated with deploying and maintaining typical point-to-point integrations.

Utilize Plc

"We wouldn't have been able to scale to the business we are today, certainly not using our old existing ITSM package. Using Cherwell has enabled us to grow."

— Richard Burton, Technology Director, Utilize Plc

Challenge: Outdated software required frequent reengineering, hindering both business operations and growth.

Result: Utilize Plc, winner of the 2019 SME Cloud Solution Provider of the Year award (IT Europa, European IT & Software Excellence Awards), now supports more than 600 clients and is able to easily customize solutions to fit their business processes.



The Cherwell Service Platform is the foundation for solutions like IT Service Management, Human Resources Service Delivery, Facilities Management, and Security & Risk Management. This platform also integrates with 100+ pre-built, standardized, 3rd party applications and orchestration packs for cloud services and management solutions, so you can easily automate workflows for a variety of business processes. In addition, your team can easily configure and customize services rapidly for users across business units and customers—thus improving productivity for both service staff, and employees while reducing the risk of human error (see Figure 1).

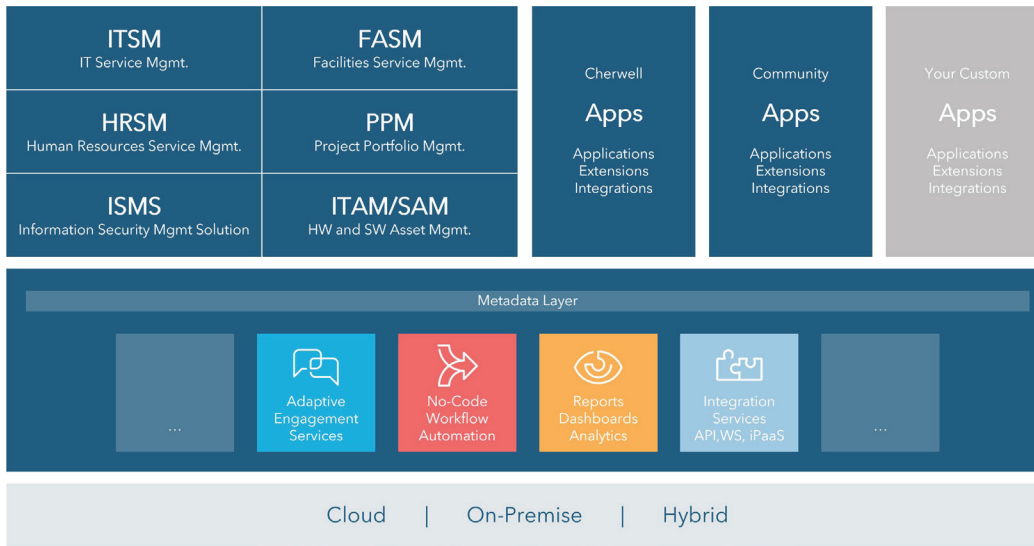


Figure 1. The Cherwell Service Platform enables MSPs to deploy ITSM based on industry best practices in an automated and adaptive, no-code environment.

Cherwell’s MSP Solution: Single Source Processes for Many Customers

To efficiently support a growing MSP customer base, you need to escape the trap of managing multiple platform instances to cover different customer scenarios. The Cherwell MSP solution extends the service management and business processes of the Cherwell Service Platform to support many customers, both parent companies and their children.

Individual portals can be quickly configured to give companies a branded view, creating a customized experience. The solution also enables groups from multiple companies to be included as self-service customers, organized within their companies, and receive services based on their service contracts with the MSP.

The solution is simple to configure out-of-the-box, and you can rapidly add more companies with little overhead. You can use single-source administration across all customers for security, data, content, and dashboards. You can automate workflows to quickly and easily extend your platform with no-code development. This MSP solution enables your team to build new, differentiated services without costly programming resources or subscription fees (see Figure 2).

Single source administration for MSPs. To shorten implementation timeframes, decrease complexity, and avoid human error, the Cherwell MSP solution provides single source administration across all customers for security configurations, data repositories, content, and dashboard views.

Single security configuration group: Security configuration is simpler and mistakes are less likely to occur when the same Security Group configuration is used for all customers.

Single database: Using a single repository lowers overhead for maintenance and backups.

Single content management set: It’s easier to maintain, enhance, and test content when Business Objects are shared across all companies.

Single view dashboards: Administration is efficient with a single view of records for Individual, Parent, and Child companies.

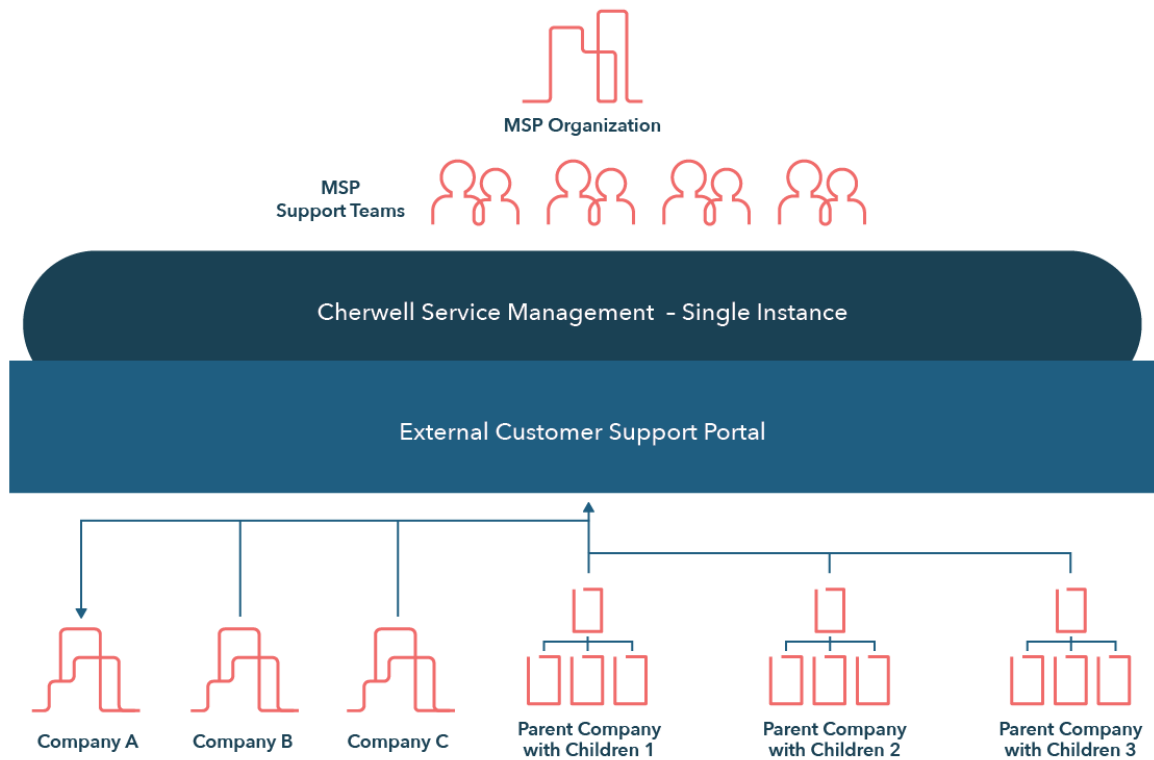


Figure 2. With Cherwell, you can rapidly add more companies—and their children—using a single administrative source.

The Business Value of Cherwell’s MSP Solution

When you equip your team with the ability to easily modify and configure on the fly - without involving costly and often scarce development resources - you can go faster, get more done, and focus on higher value activities. With Cherwell, you can quickly build new business service applications to drive incremental value and revenue, without tying up expensive specialized resources. Based on Cherwell customer experiences, you can expect to see the following positive business outcomes.

60% Accelerated Time to Market & Innovation

A simple but comprehensive platform, with no-code development and intelligent integration makes application delivery much faster. Low maintenance and easy upgrades enable users to get access to new capabilities sooner.

30% Lower Total Cost of Ownership (TCO)

Lower administrative requirements, less time needed for development and configuration, hosting flexibility, and attractive licensing models contribute to significantly lower TCO.

25% Higher Net Promoter Score (NPS)

Through intelligent engagement, combined with efficient fulfilment, your customers will show higher satisfaction results and be less likely to seek alternatives.

25% Productivity Increase

Process consolidation and integration reduces the number of touches. No-Code automation reduces the time and skills required to build workflows. Case, incident, and request deflection through multi-channel self-service, as well as automated assignments and routing, reduce operational costs.

Concurrent Concurrent Licensing Model

Unlike most MSP solutions in the marketplace, Cherwell's licensing model allows you to choose to own licenses, pay annual maintenance, or opt for a pay-as-you-go subscription model. There are no charges for end user access to portals, for approvers, for report viewers, or for display monitors.

Plus, the concurrent session license model enables any authorized person to access the software as long as the maximum number of simultaneous users does not exceed the total number of licenses purchased.

Cherwell Can Help

If your organization is looking to move to a proactive ITSM environment based on a no-code platform that open and extensible, Cherwell can help you:

- Consolidate and integrate technology stacks
- Offer new services quickly
- Rapidly on-board customers
- Accurately deliver customer visibility and insight
- Increase automation and operational efficiency
- Improve employee and customer experiences

Cherwell is in use at over 2,000 enterprises worldwide and is the service management platform of choice for over 100 MSPs. Cherwell has consistently ranked as an industry leader in ITSM and ESM software. The Colorado-based company is rated as a top employer state and nationwide, with its customer-first approach.

Find out more

To find out more, see the [Cherwell MSP webpage](#), including the [Cherwell MSP data sheet](#) and demo.

Semantic Systems

"What really stood out for us about Cherwell Service Management is the tool's incredible flexibility."

– Txema Taboas, IT Systems Manager, Semantic Systems

Challenge: Replace the existing service desk tool with a robust service management tool that is flexible enough to service customers on a global scale; improve process management, in-house configuration capabilities, and security measures; and obtain better licensing options.

Result: Implemented multiple self-service portals in just two months, easily configured to match customer requirements, at no extra cost; improved processes for ticket generation, follow up, and reporting; cost-effective licensing model.

