



# **Kaseya IT Services – How they can benefit your business / Outsourcing your NOC**

**Joe Axne**



**Owner,  
IT Guru**

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**VP IT  
Services**



# Introductions & Background

Neal Lauther – IT Services Program Manager,  
Kaseya

Joe Axne - Owner/President, IT Guru, LLC

# Kaseya's IT Services?

Kaseya Website:

“Augment your staff to deliver reliable and efficient IT services”

**Business Growth Catalyst**

“Quality IT Services = Technology + Process + People – IT Services provides answers for People & Process components”

“Virtual Engineer Program – Monitoring & Management Services via your Kaseya Server”

# Story of IT Guru, LLC

## History Lesson

- Consultant = Job, not business owner
- Business Owner = Stability, College, Retirement, Kids

## Decision Made

- Operation Business Owner started
- 2009 User Conference Attendance – Goal
- Business Planning = Sales, Marketing, Staffing

# Story of IT Guru, LLC

## Scaling Challenges

- Void Hiring - Sales or Technical People
- Staffing = Cash Flow Affect
- Configure Kaseya, Act on Alarms, Execute Marketing Plans, Do Sales Calls, Customer Support

## Decision Time Again

- Stay small, grow slow
- Staff accordingly = get what you pay for
- 3<sup>rd</sup> Party Services – Telesales, NOC Services
- Leap of faith, Handing over Baby

# Story of IT Guru, LLC

## 3<sup>rd</sup> Party NOC Service – Kaseya IT Services

- Reason for Decision
- Challenges – Something new
- Comfort Level = Baby handed over
- Example – CEO Calendar Restoration

## Benefits/Impact

- Goal Hiring – Inhouse Sales, L3 Tech
- TruMethods Selling Strategy
- Lenovo Partnership
- Business Growth
- Free Time – Vegas, Aruba back to back?

## Advice to fellow MSP's?

Work on your business, not in your  
business

- Joe Axne, Owner, IT Guru



**JOE AXNE**

Founder & Owner  
IT Guru, LLC - Denver, CO



**Thank You!**

[www.kaseyaconnect.com](http://www.kaseyaconnect.com)