



# Finding the Holy Grail of Business Management Software

Rob Kuczynski  
Director of Support

# Personal Background – About Me



- Director of Support at Ubersmith
- 7 years in technical support roles
  - At Ubersmith since 2014
- Manage support team of 3 across two time zones
  - 250+ non-emergency support tickets per month
  - ~20 emergency tickets per month
  - Client base of nearly 200

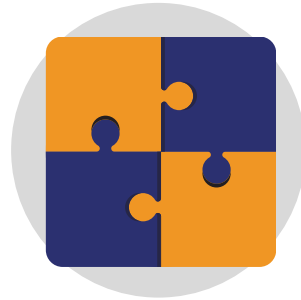
# Company Background – About Ubersmith



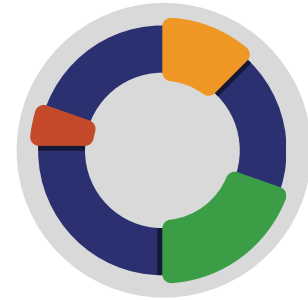
A leader in business management software and services since 2002



For Data Centers,  
the Cloud and Beyond



Integrated,  
Scalable Solutions

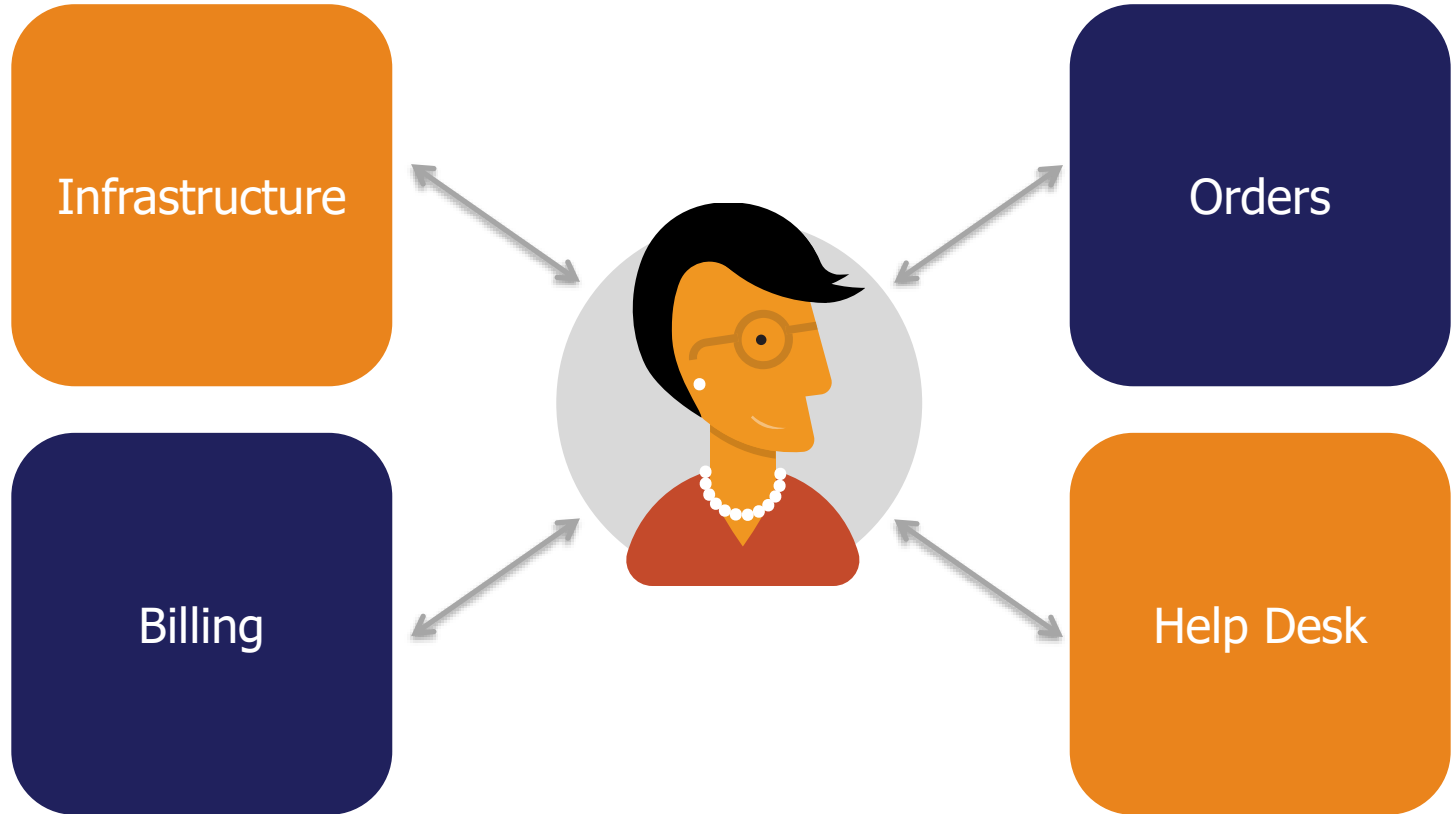


Open, Extensible  
Platform



Why should you care about your  
business management tool?

# Business Management



# Common Challenges

# Challenge 1: Distributed Teams



- Data centers have widely distributed teams
- Challenges:
  - Time differences / lag
  - Language differences
  - Human error in hand-off
  - Different resources/technology available (support staff in front of a computer vs. data center ops staff)

# Challenge 1: Distributed Teams



- Solutions
  - Extensibility with other internal or external tools
  - Customization for your resources
  - Automation to reduce human error



# Challenge 2: Providing Business-Critical Uptime



- Customer: “Our website isn’t working.”
- Challenges
  - Customers report symptoms without knowing underlying cause

# Challenge 2: Providing Business-Critical Uptime



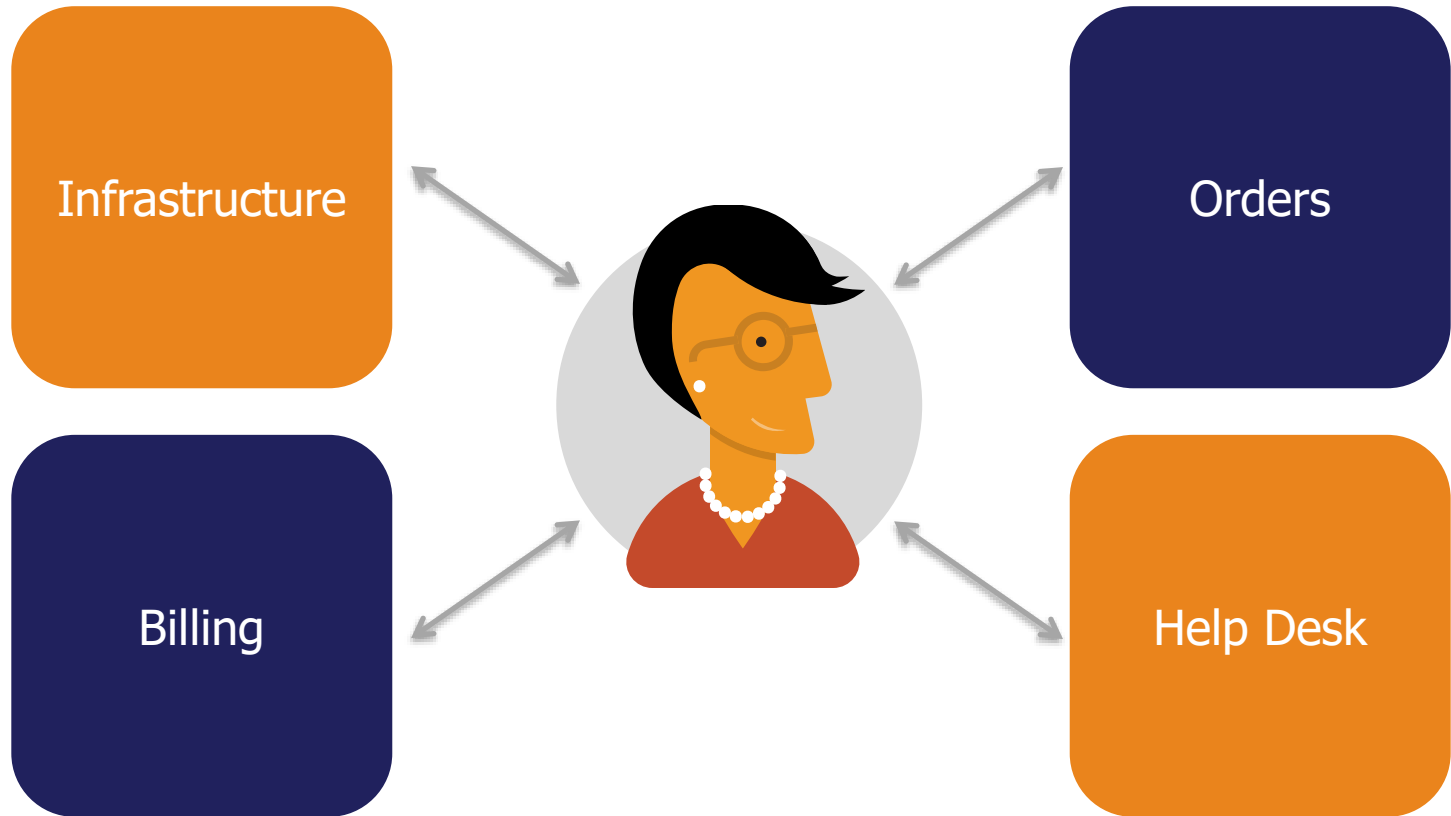
- Know as much as possible
  - how systems are connected
  - what services your customers offer
  - how they all interface with each other
- Link as much as possible
  - Our system automatically associates tickets with the account
  - so you can see their services offered and devices

# Challenge 2: Providing Business-Critical Uptime

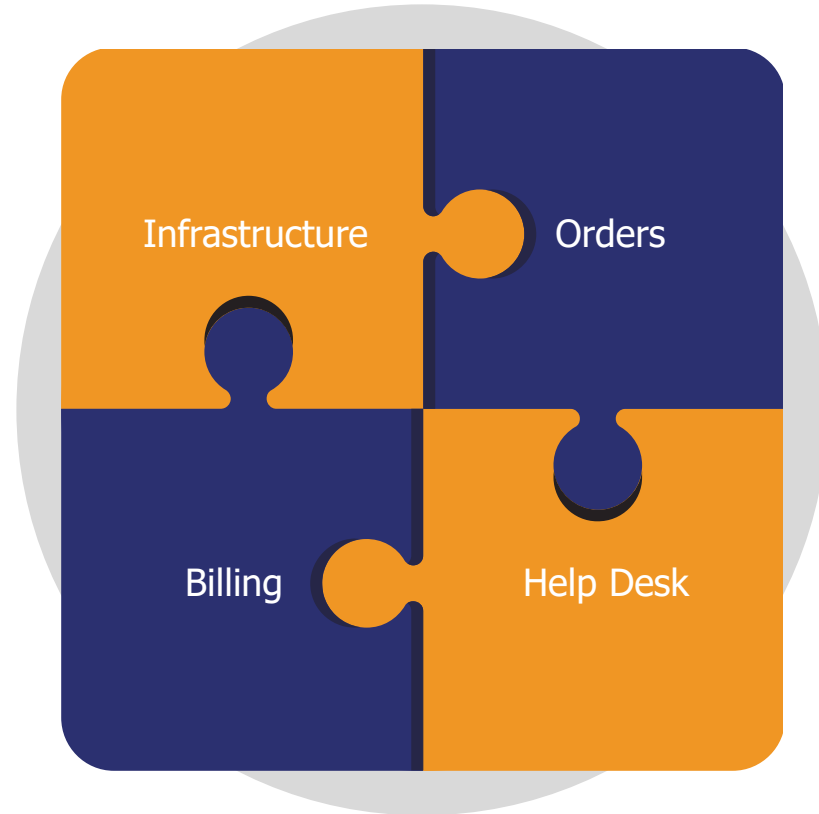


- Benefits
  - Begin diagnosing before you even reply
  - Answer more accurately
  - Answer more quickly

# Remember This?



# Tightly Integrated Systems



# Challenge 3: Razor Thin Profit Margins



- Example: Value Added Resellers
- Challenges
  - Everything needs to be tightly monitored because of tight profit margins
  - Revenue left on the table is revenue lost
  - Agility is key

# Challenge 3: Razor Thin Profit Margins



- Best Practices and Solutions
  - Automate as much as possible from taking in an order to invoicing a client
  - So you can focus on your service offerings, pricing, and workflow
  - Look for an intuitive or familiar system so you can run advanced/customizable reports
  - Agile and responsive pricing will allow you to maximize revenue and be responsive to the market

# Conclusion



- Whatever you find will not equal the holy grail
- Look for a solution that is:
  - Open and Extensible
  - Agile
  - Integrated with information systems
- “You don’t find the holy grail, you build the holy grail.”





# Thank You

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