

APTARE helps IT service providers optimize customer billing, meet SLA and compliance requirements, and improve operational efficiencies



Deliver more value to your customers through greater insight into their storage and data protection environments.

Service Providers: Improve Customer Retention by Tracking and Analyzing Customers' Storage Information

All too often, IT service providers are seen as a necessary cost center, ledger within the organizational budget. And to a certain extent, they are. Service Providers deliver a service and get paid a fair market price for delivering that service. Unfortunately, most service providers can be replaced. The key to client retention is getting your customers to see you as more than just a generic vendor, instead viewing you as a strategic technology partner that has a stake in the success of their business.

APTARE helps you do just that, giving you the insight into your customers' backup and storage environments—visibility that enables you to provide high-level consultancy that delivers high value. Knowing exactly what is out in your customers' environments and anticipating their future needs will position you as a strategic technology partner that can help grow and evolve with their business.

APTARE® IT Analytics™ Enhances Information and consolidates it in One Place

APTARE storage reporting solutions provide unparalleled insight into your customers' storage and data protection environments by automatically and continuously tracking key storage metrics. Collected across multiple platforms, the information is consolidated in a single dashboard where it can be viewed, analyzed, and exported as intuitive, easy-to-read reports, alerts, and dashboards. The visibility into heterogeneous networks gives service providers the utilization, backup, and compliance information they need to efficiently and accurately track their customers' storage usage, meet compliance and service level agreement (SLA) requirements, and enhance operational efficiencies.

Optimize Customer Billing

Customers are constantly under pressure to reduce storage budgets despite never-ending data growth. The desire to cut expenses often leads to customers asking questions about their storage use and the amount they are being billed by your organization. Not surprisingly, "Just trust us" is no longer good enough. Service providers need to give customers accurate capacity information, showing them that they are doing everything they can to help them meet budget concerns and are billing accurately for usage.

APTARE tracks raw, allocated, and utilized storage across customer environments, ensuring that chargeback reports are accurate, automated, and always available. The data can be integrated within your billing systems, providing a unified and flexible reporting environment. APTARE gives IT service providers the confidence to charge accurately for storage usage.

Meet SLA and Compliance Requirements

SLAs hold service providers to certain standards while incentivizing them to provide consistent service to customers, and storage, security, and data protection information needs to be tracked and reported on for regulatory compliance. However, tracking this information is complex and time consuming, and unexpected expenses as a result of audits can be disruptive to customers and undermine the service provider's credibility. The problem is that administrators often manually collect the information for each platform separately, consolidate the data in a massive Excel file and analyze trends and events one row at a time. The process saps staffing and resources away from client-facing responsibilities and is susceptible to human error.

APTARE streamlines SLA and auditing processes by tracking data throughout the data lifecycle as it flows through various environments, identifying events that have the potential to impact SLAs or a client's compliance posture. Alerts are set and filtered to make sure that important triggers get through the noise and are addressed quickly and efficiently. Events are identified early, allowing the service provider to resolve problems before they become major issues—and then report on them and the resolutions for SLA and compliance reporting.

Then, when SLAs or compliance requirements change—such as new contract terms that require new data to be collected and reported on or a new government regulation that requires different types of monitoring—edits can be applied consistently across the board without having to manually reconfigure alerts for each environment.

Increase Operational Efficiencies

Margins in the service provider business can be razor thin or comfortably wide, and how much money you make is dependent on how efficient you can deliver services to customers. APTARE allows you to better manage operational expenses by automating management processes and accessing real-time storage information with little to no effort. Reducing the time it takes to complete a task—such as reporting on backup status—from hours to minutes, can only improve the bottom line. At the same time, greater insight into customer storage needs and usage allows service providers to provision with confidence and reduce their hardware expenditures.

In turn, this additional time allows service providers to focus less on management and reporting and more time on client retention and acquisition. Knowing exactly what is in your customers' environments and creating automated policies to better manage and track their data usage allows you to better meet their needs and become a trusted technology advisor instead of a replaceable service provider.

Take Charge of Your Customers' Storage Environments

For more information about how APTARE gives IT service providers greater insight into their customers' storage and data protection environments visit [APTARE.com/serviceprovider](https://www.aptare.com/serviceprovider).