



Generate Incremental Revenue With SilverBack's License-Based IT Management Solution

Robert D. Klotz
VP Of Business Development

www.silverbacktech.com



Who is SilverBack?

A **pioneer management software provider** that delivers integrated fault, asset, performance and security **information** on networks, systems and applications to **midsized enterprises** via a distributed license & subscription-based **MSP** service model.

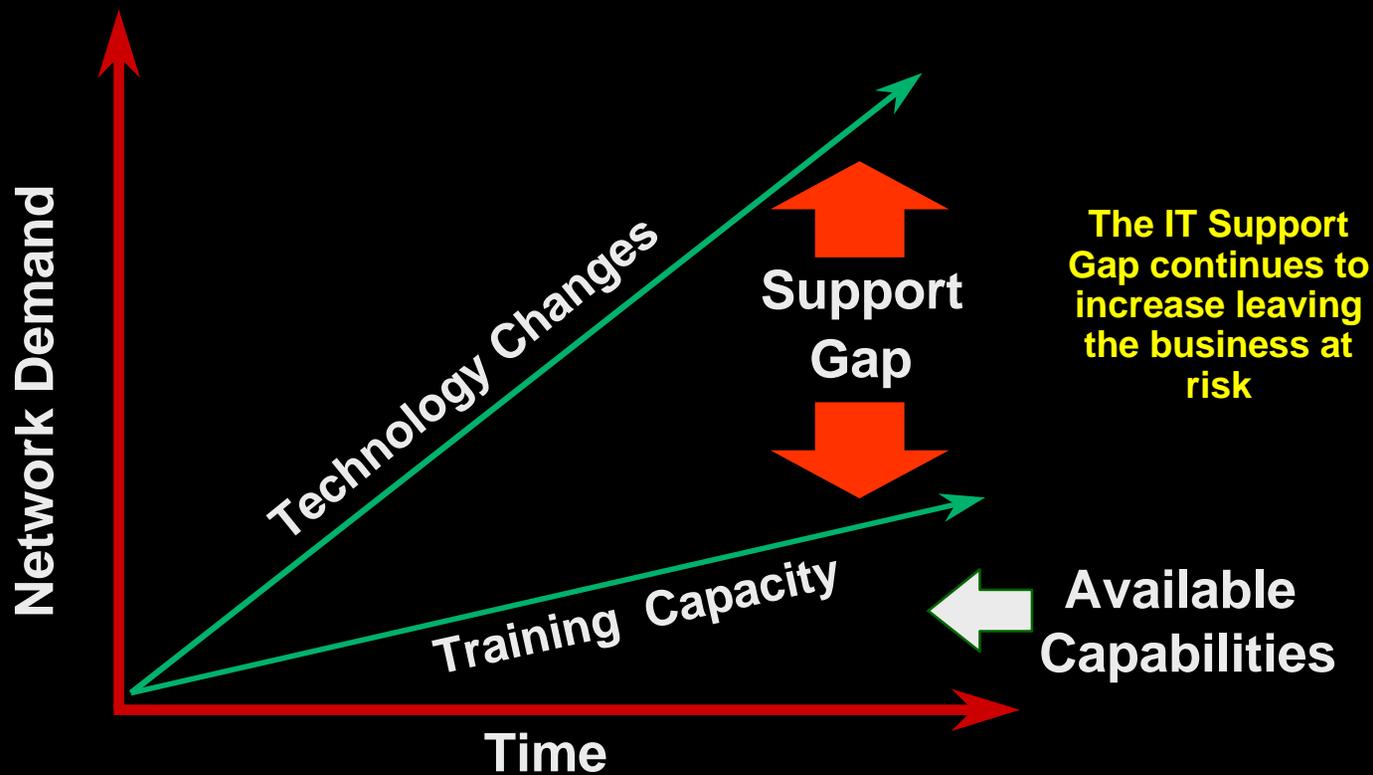


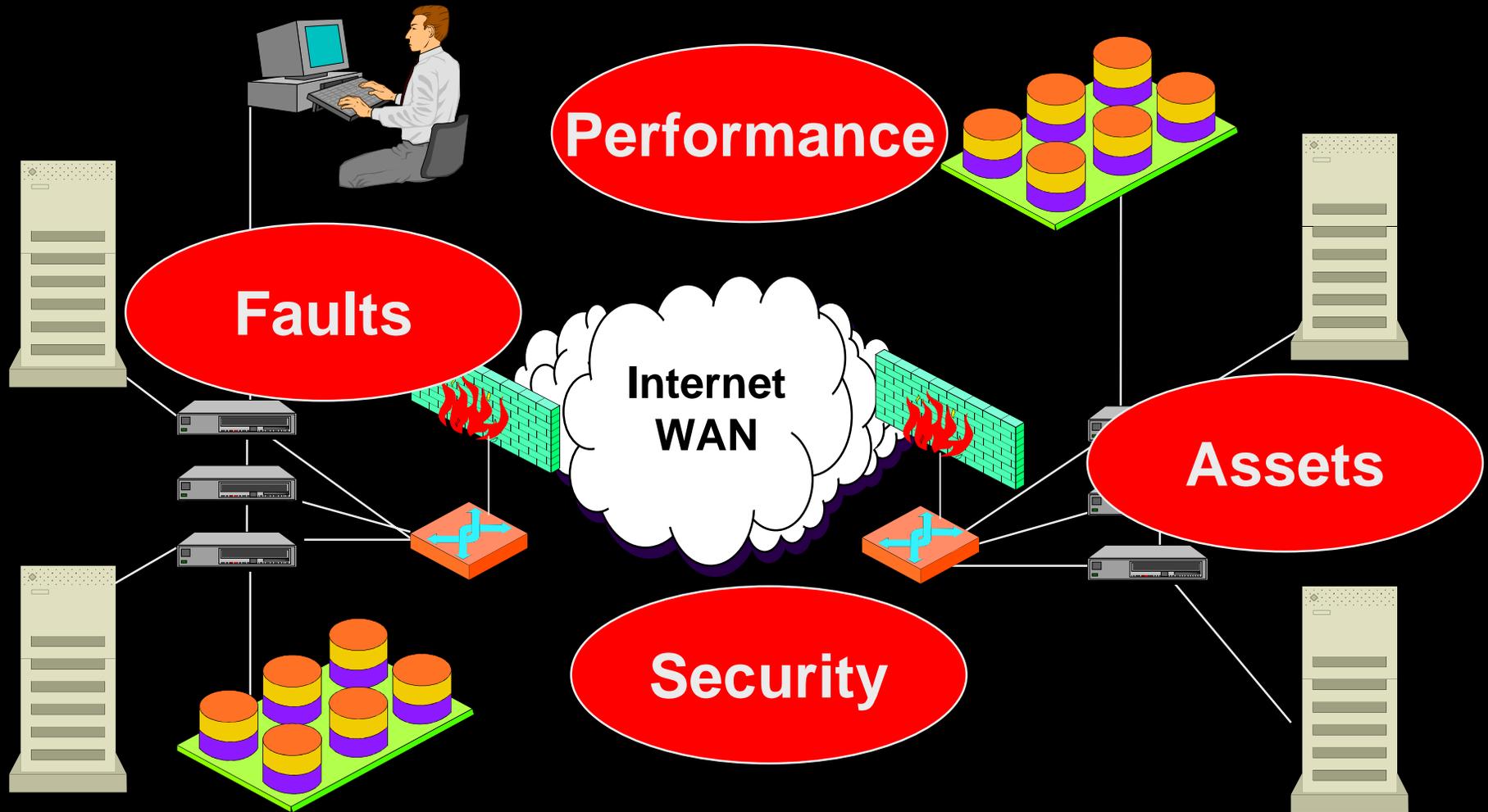
The Challenge

Keep pace with technology changes while networks become increasingly complex and more critical to the bottom line.

The Widening Support Gap

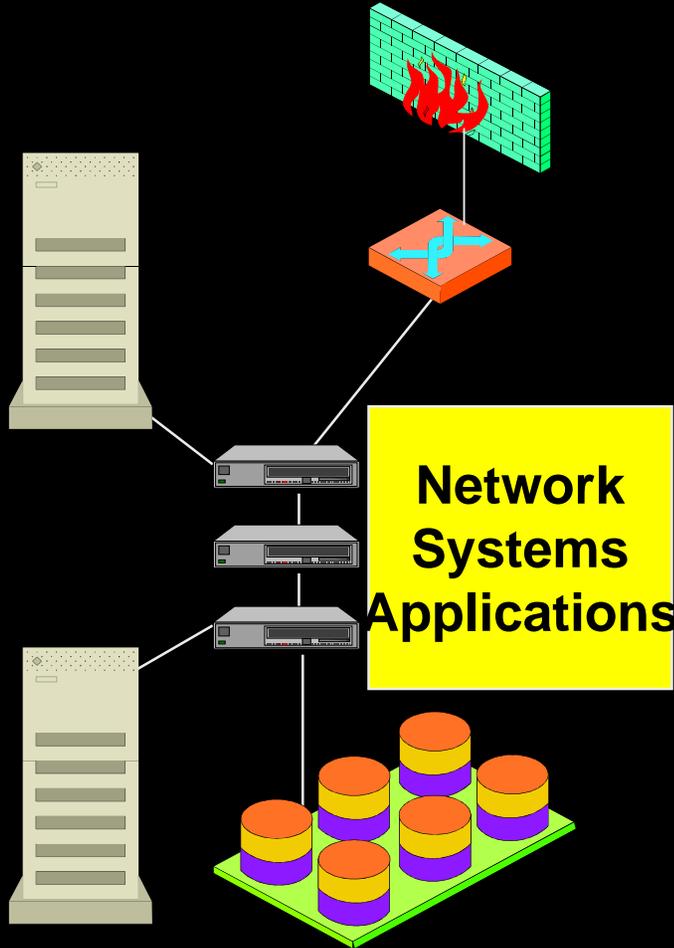
Hire, train, retain and manage qualified IT people to keep pace with network demands, a vicious circle







The Traditional Approach

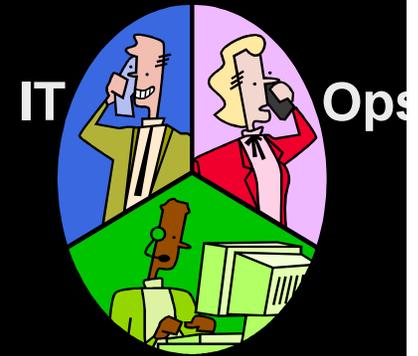


Fault app w/
separate U.I.

Asset app w/
separate U.I.

Performance
app w/ separate
U.I.

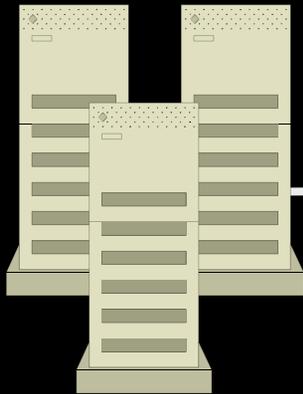
Security app
w/ separate U.I.



Net
manager



Back-End Data Center



- Data backup
- Long-term trending
- Software upgrades
- Service provisioning

Distributed Architecture

VPN

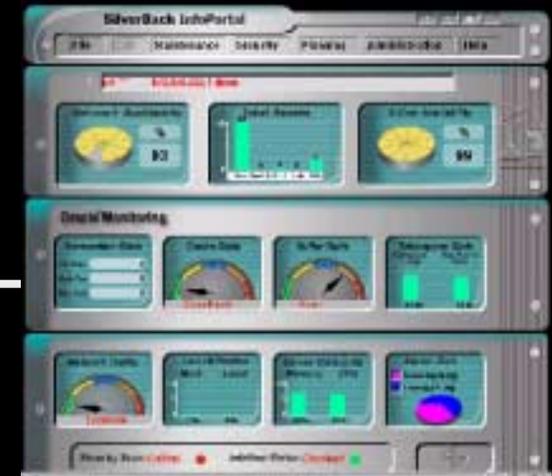


VPN

InfoPipeline

- ✓ Deploy quickly
- ✓ Reduce costs
- ✓ Reduce risk
- ✓ Retain control

On-Site Hosting Appliance



- Fault
- Assets
- Performance
- Security
- on-
- Networks
- Systems
- Applications



**MSPs empower the SME
to compete in an e-Business world**

**MSPs provide comprehensive IT monitoring & security
functionality to end-users on a license basis**

The result:

- IT monitoring solutions are quickly deployed
- Operational costs are reduced
- IT becomes more efficient
- Core business competencies are now the focus



**MSP technology delivers improved IT performance and increased business
value, giving the user a competitive edge in their marketplace**



Benefits to the Service Provider (SP)

New MSP offering is a technology enabler for SPs allowing them to address new customer demands

Expand portfolio of value-add services with MSP's turnkey IT monitoring and security solution

- Account control stays with the SP
- Subscription-based revenue stream
- No upfront capital investment
- Turnkey sales tools
- Rapid entry into MSP world without building technology/NOC
- High margins allowing SPs to wrap additional services





Cost Analysis – Build vs. MSP

	Own software, capital and operational costs	Subscribe to a turn-key information service
	<u>Own</u>	<u>Subscribe</u>
Software	\$24,900	<input checked="" type="checkbox"/>
Framework, Alert & Escalation, Database, Security Scanning Performance		
Maintenance	\$10,000	<input checked="" type="checkbox"/>
Training	\$10,850	<input checked="" type="checkbox"/>
Implementation	\$30,000	<input checked="" type="checkbox"/>
Testing	\$25,000	<input checked="" type="checkbox"/>
Development/Consulting	\$30,000	<input checked="" type="checkbox"/>
2 Failed Implementations	\$21,600	<input checked="" type="checkbox"/>
Monthly Updates	\$6,000	<input checked="" type="checkbox"/>
Design	<u>\$18,000</u>	<input checked="" type="checkbox"/>
Annual Costs	\$186,350	\$27,335 - \$54,335

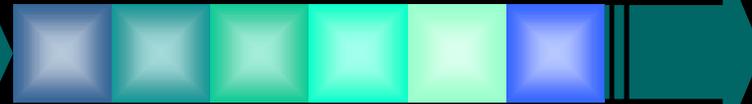
Why InfoCare?

.....
Unique distributed solution that integrates off-the-shelf applications/tools into an on-site appliance providing IT information via a single Web interface

Multiple Applications



Single Stream



Who Benefits?

Executive Management
for the overall picture

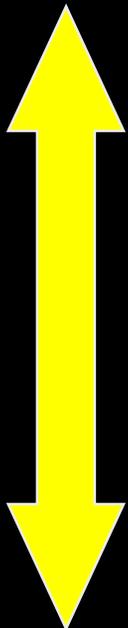
Network Manager who
receives the page

Planner for long-term
infrastructure needs

One GUI



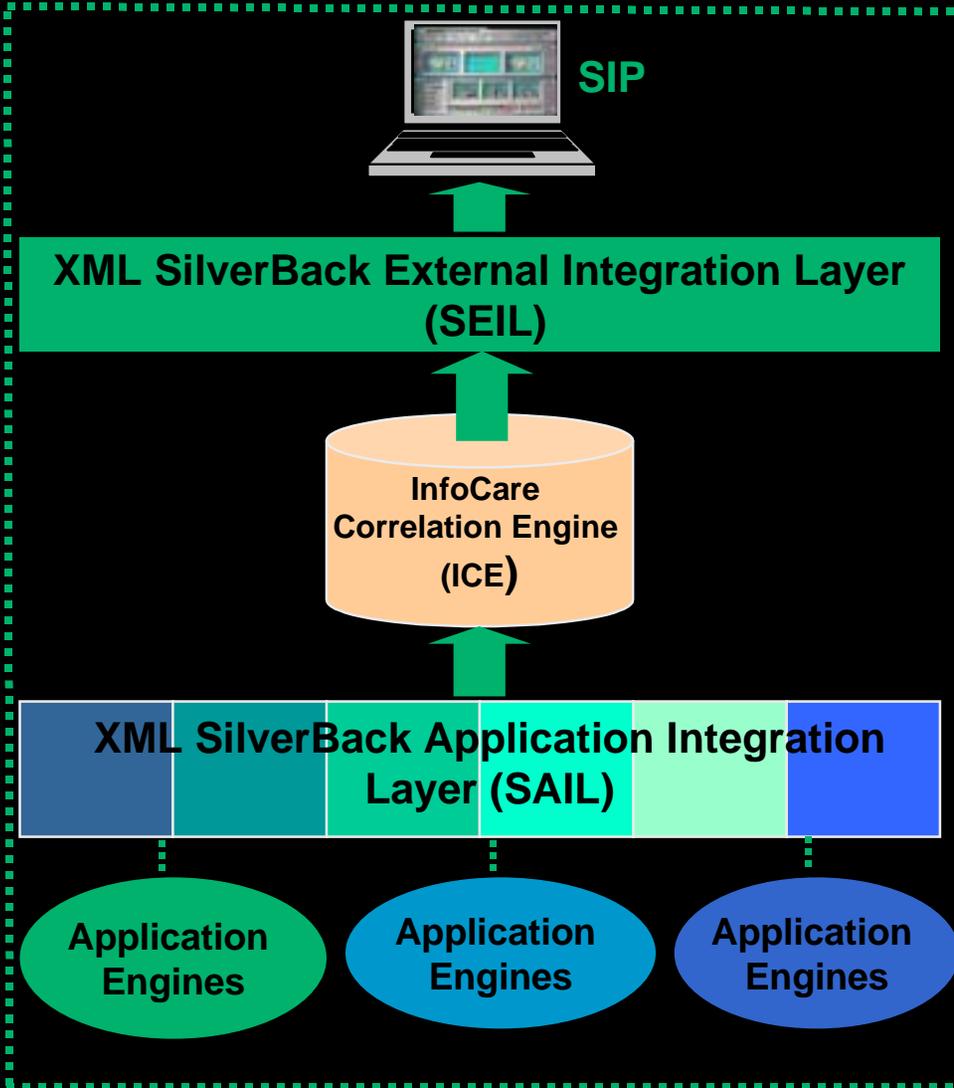
The Scope of InfoCare



	F Fault	A Asset	P Performance	S Security
N Networks	✓	✓	✓	✓
S Systems	✓	✓	✓	✓
A Applications	✓	✓	✓	✓

International Standards Organization: www.iso.ch

Unique Architecture



Suite of application engines reside on the InfoNest 650 providing native data to the SAIL

Applications are integrated & correlated via the SAIL and fed into the ICE.

The ICE collects and stores data until called upon for real-time reporting by the SEIL.

Information from all applications is presented via the SEIL to the SIP

The InfoCenter delivers application upgrades, maintenance, trending, data back-up, service level metrics, troubleshooting and ticketing via a secured VPN



SilverBack
InfoCenter

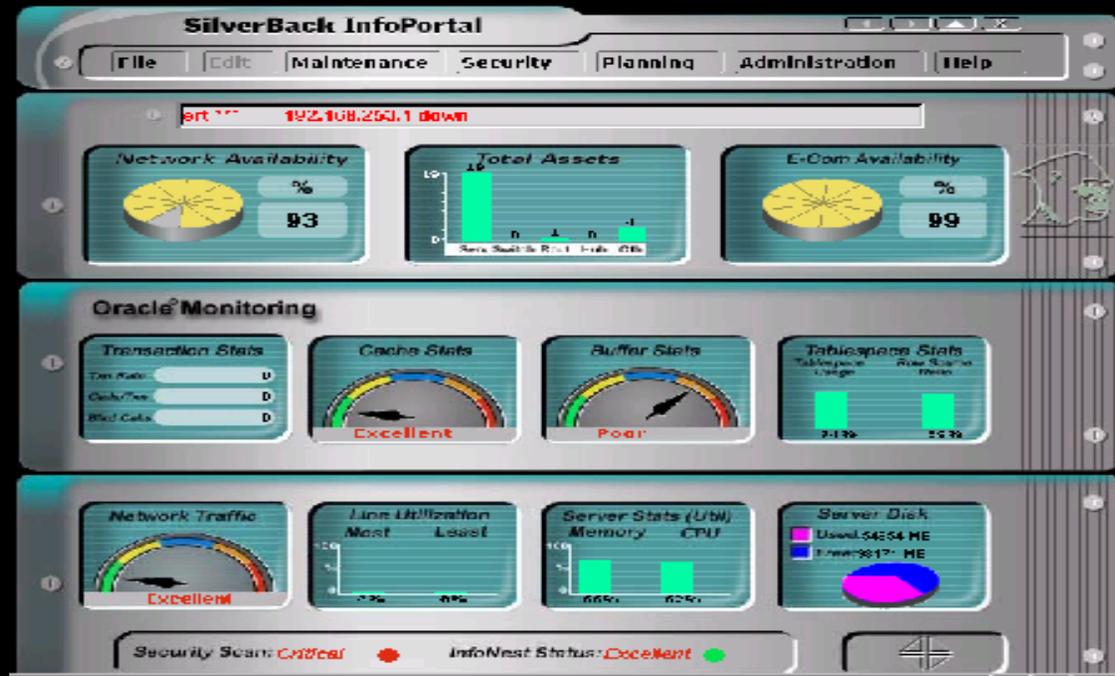


Single, unified view:
many apps; one view

Attritionless management:
focus on strategic issues

**Onsite
Hosting:**
best of
both
worlds

**Customer
control:**
knowledge,
job is
retained



**Service
breadth:**
info in many
areas

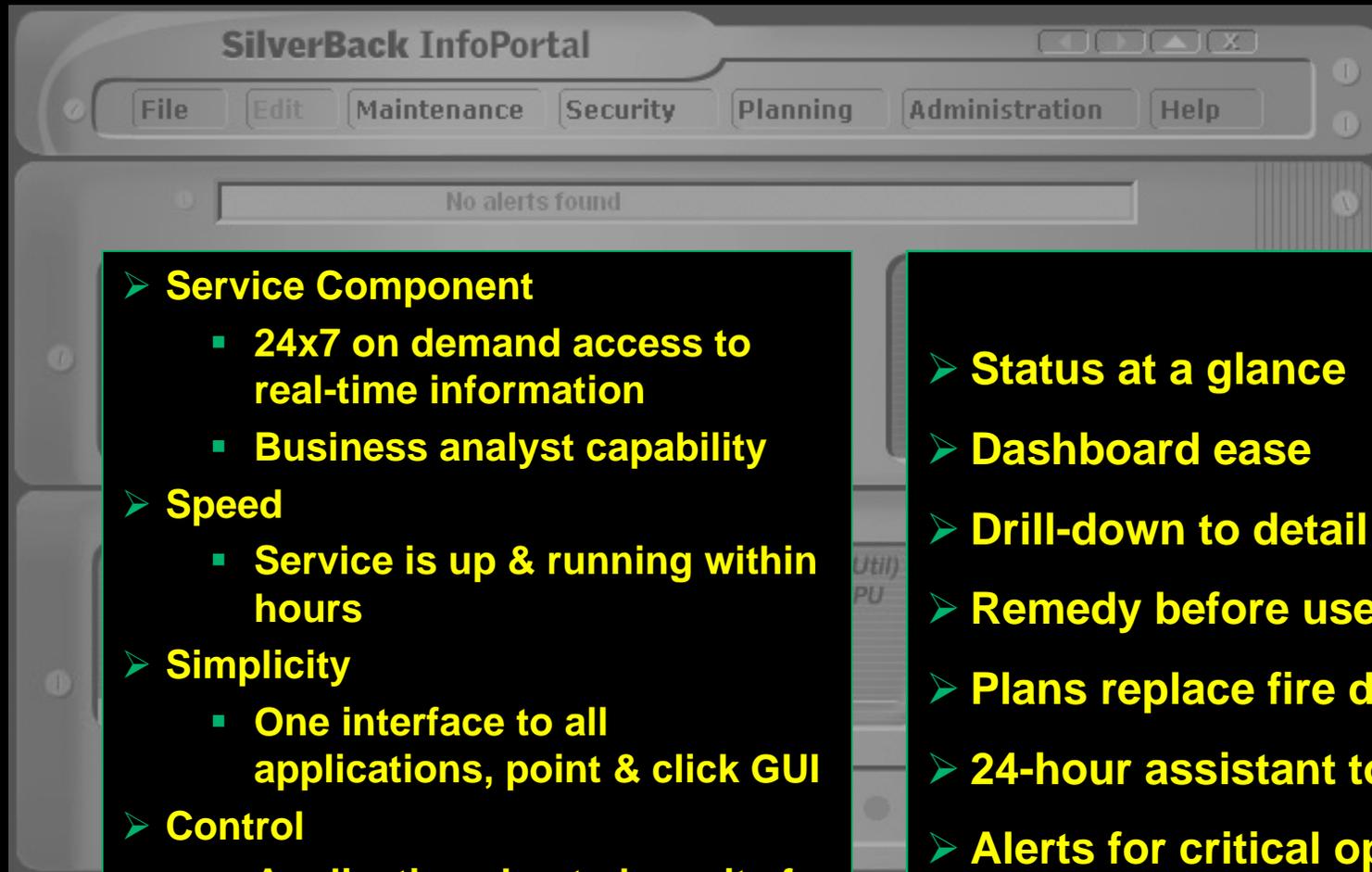
SLA metrics:
are you
getting what
you paid for?

Risk reduction:
in both time and
implementation

Information, not data:
specific, timely &
actionable



Why SilverBack?



➤ Service Component

- 24x7 on demand access to real-time information
- Business analyst capability

➤ Speed

- Service is up & running within hours

➤ Simplicity

- One interface to all applications, point & click GUI

➤ Control

- Applications hosted on-site for guaranteed access – even if the Internet fails

➤ Status at a glance

➤ Dashboard ease

➤ Drill-down to detail

➤ Remedy before users report

➤ Plans replace fire drills

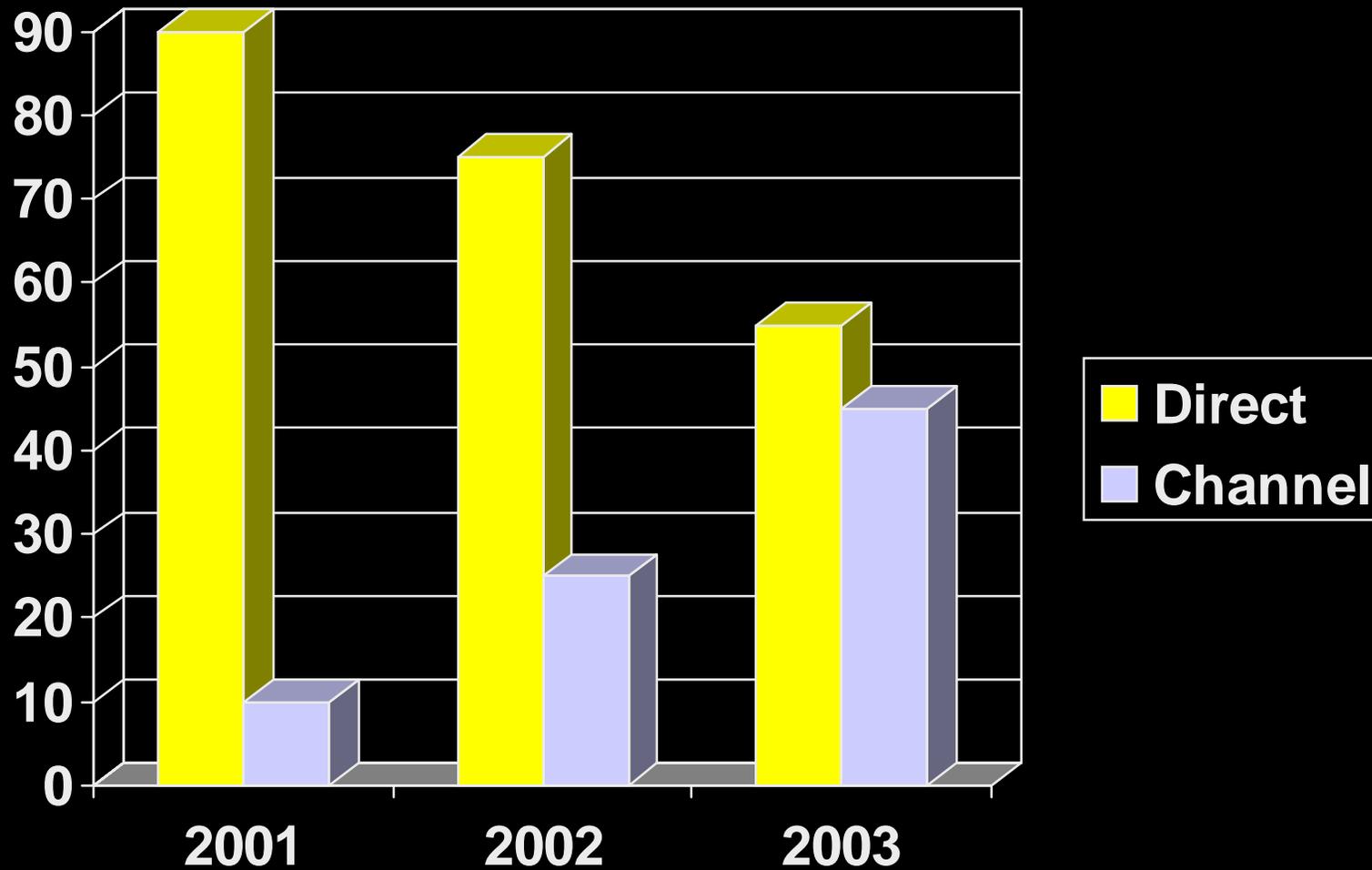
➤ 24-hour assistant to staff

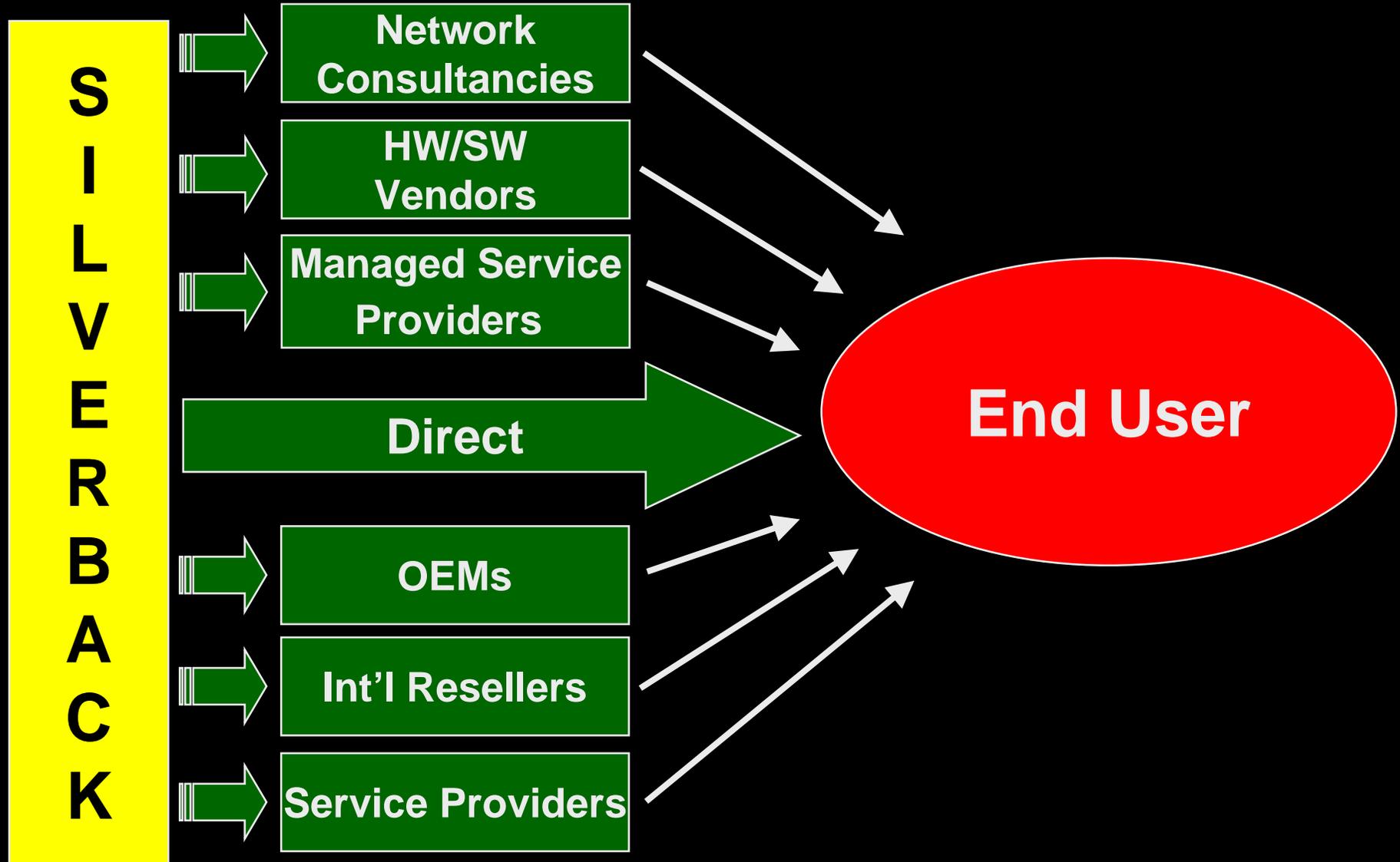
➤ Alerts for critical operations

➤ Baseline + trends for future

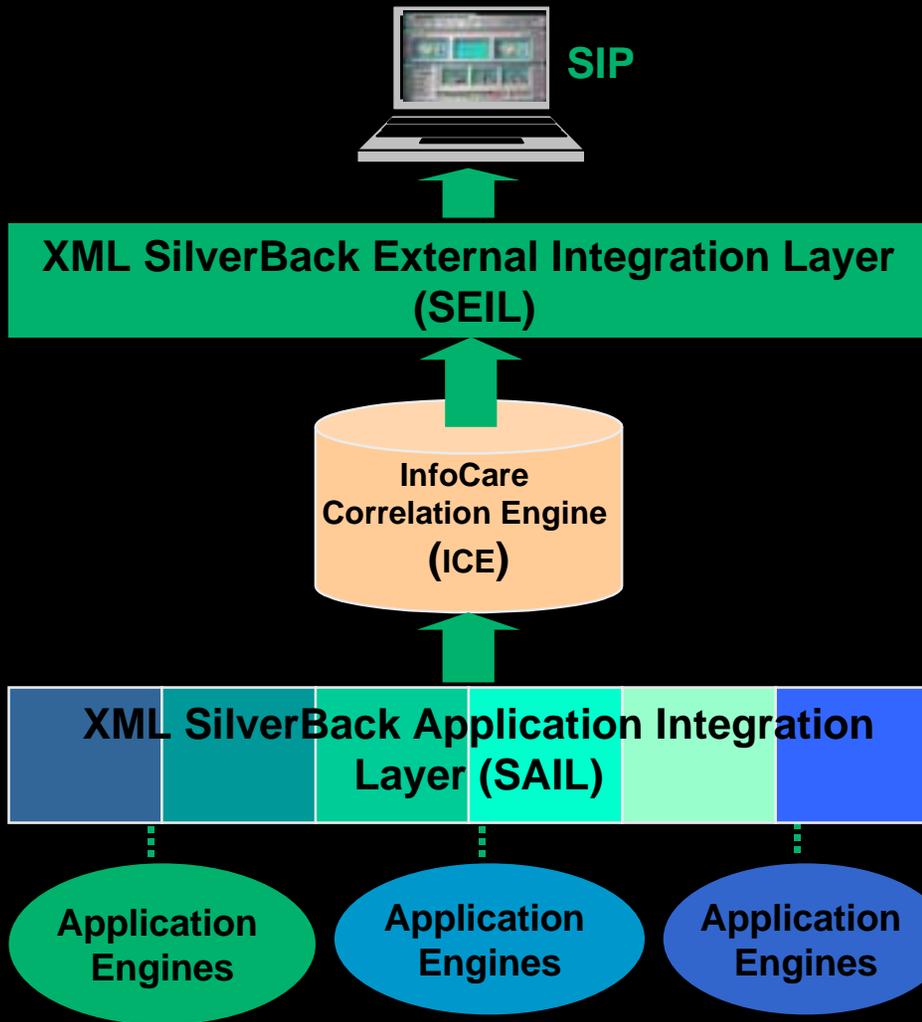


Direct vs. Channel





Partner Building Blocks





THANK YOU !!

www.silverbacktech.com