



EyeOTMonitor Best Practice Guide

# A New Era: How SIs are Creating New Revenue w/ Managed Services

How SIs conquer by monitoring, managing, and visualizing infrastructure and smart devices

# About EyeOTmonitor

As Systems Integrator (SI) and Managed Service Provider (MSP) services start to blend, a new cloud platform is needed to provide a single pane of glass for monitoring and managing IT, OT and IOT infrastructure across customers.

## 5+ Years

of product development, with large engineering team

## Deep Expertise

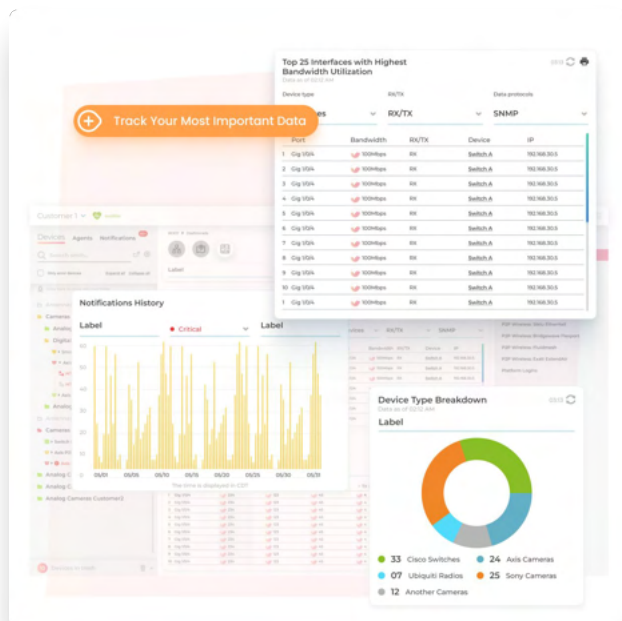
born out of a service provider, built by engineers in domain space

## Fortune 100

customers, with a focus to move into the mainstream

## Thousands

of integrations that continues to grow monthly

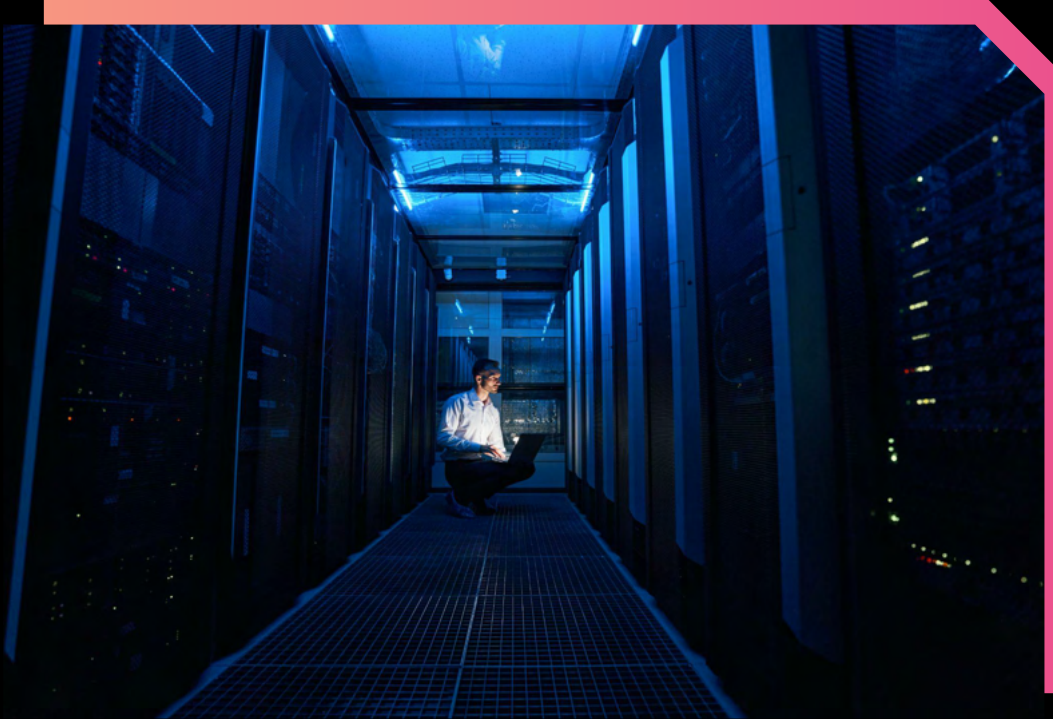


## What's In This Guide:

- 1 The Evolution of Systems Integrators (SIs) to Managed Service Providers (MSPs)**
- 2 How Critical Infrastructure is Evolving to a Larger Scope of Devices**
- 3 The Importance of Network and Device Monitoring**

PART ONE

# The Evolution of Systems Integrators (SIs) to Managed Service Providers (MSPs)





# Let's Quickly Look at the Historical Differences Between SIs and MSPs



## SIs

**Project Based Outcomes:** SIs work with customers to tailor system to the customer's specific specifications

**One-Time Implementation Effort:** Once the project is complete, the customer takes over maintenance

**Operational Technology Driven:** SIs mainly focus on operational outcomes, but can leverage IT when needed



## MSPs

**Proactive Management:** SIs mainly focus on operational outcomes, but can leverage IT when needed

**Service Based:** Once the project is complete, the customer takes over maintenance

**IT/Network Driven :** SIs work with customers to tailor system to the customer's specific specifications

# Today's Organizations Separate Security and IT Departments

## Security Departments are Serviced by SIs

SIs have little experience in IT Management

## IT Departments are Serviced by MSPs

MSPs have little experience in physical security

### + Benefits

Specialized Focus and Expertise

Enhanced Accountability and Governance

### — Challenges

Finger Pointing Between Teams

Cost of Implementation and Support

Differences in Priorities

## Use Case: Network Switches Side By Side in Same Closet

### PROS

- Quicker troubleshooting response times
- System Integrators and security professionals have more control and visibility

### CONS

- Doubled Network Cost
- Lacks IT Best Practices (could be susceptible to network vulnerabilities)
- Oftentimes cheaper, unreliable equipment



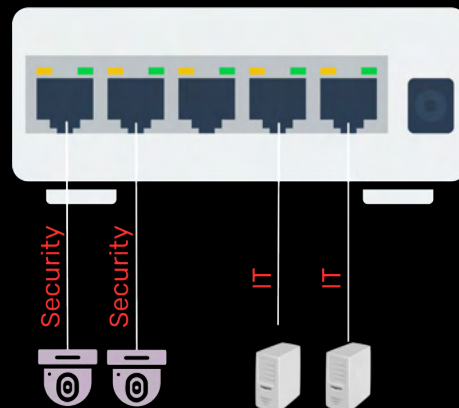
## The Other Option: Infrastructure Provided By IT and MSPs

### PROS

- More cost-effective approach
- Oftentimes reduces security vulnerabilities on the network (IT best practices)
- More reliable network equipment

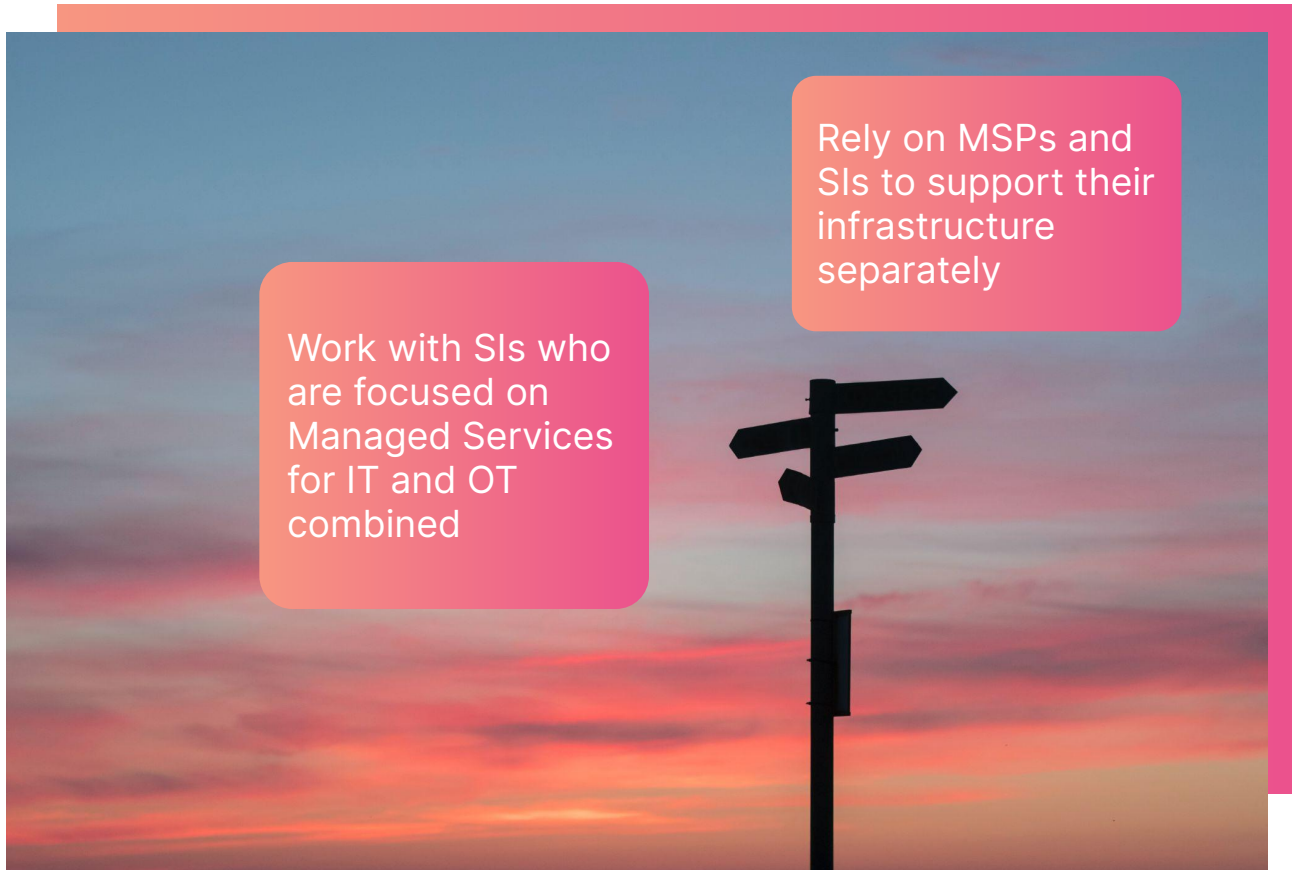
### CONS

- No visibility or control for security professionals or systems integrators
- Oftentimes a single VLAN is provided for the security network, leads to performance problems (flat network)
- Slower troubleshooting response times and blame games





## The Choice for Organizations



# It's All About the Benefits: The Reasons Why SIs Should Be More Like MSPs

## Benefits for SIs

### Recurring Revenue Model

Shift from one-time project fees to steady, predictable income

### IT/OT Convergence

Bridging the gap between IT and OT for unified services

### Client Retention

Building stronger, long-term client relationships and ongoing engagements

## Benefits for Customers

### Predictable Costs

Offering clients a fixed, predictable cost model that simplifies budgeting

### Proactive Support

Transitioning from reactive to proactive and preventative support models

### Reduced Downtime

Maintain higher availability of devices and networks

### Reduced Costs

Cost savings from network and device outages

# MSPs and SIs are Blending

**50%**

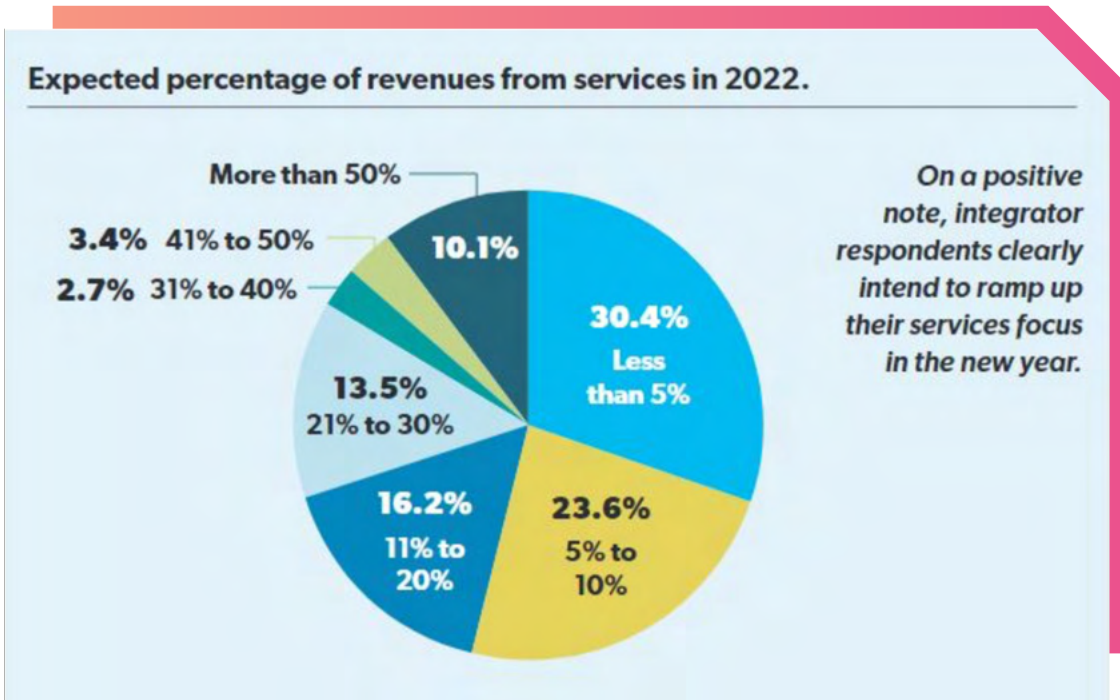
Systems Integrators shifted to provide managed services

**8.4%**

SI managed service transition growth rate prediction from 2021 to 2026

**7.2%**

Annual growth rate of AV and physical security industry



**2021 Commercial Integrator Survey on Managed Services**

**22.8%**

Between 11% and 30% of their revenue comes from managed services

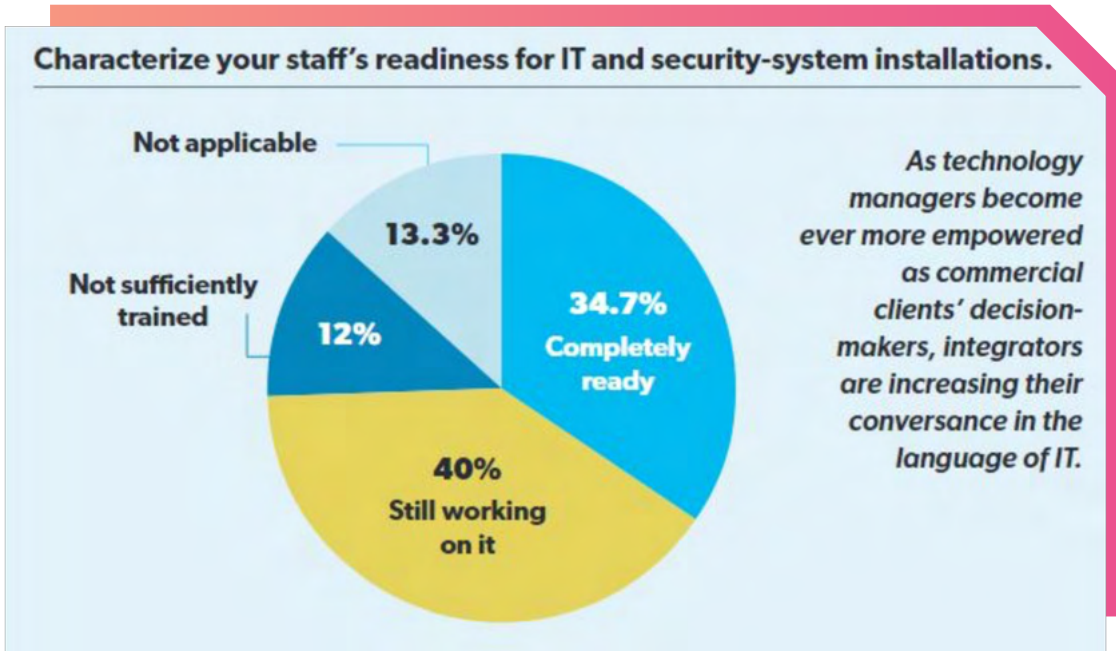
**7.4%**

More than 50% of their revenue comes from managed services

\* <https://www.gocanopy.com/news-insights/why-system-integrators-are-pivoting-to-services-and-more-recurring-revenue>

\*\* [https://www.commercialintegrator.com/business\\_resources/research/state-of-the-av-industry-2022-the-bounce-back/](https://www.commercialintegrator.com/business_resources/research/state-of-the-av-industry-2022-the-bounce-back/)

# The Challenges Transitioning to Managed Services



## Change in Business Model

SIs need to focus more on customers they have rather than new business

## SLAs and Expectations

Developing SLAs that SIs will need to adhere to

## Skills and Training

Networking, cybersecurity, cloud services, virtualization, network monitoring, etc

## Monitoring Tools

Were designed for IT/MSP space, not many tools for IT/OT industry

## Device Types

Core infrastructure and smart devices

PART TWO

# How Critical Infrastructure is Evolving to a Larger Scope of Devices



# Different Views on Critical Infrastructure

## IT Departments / Traditional MSPs

- Routers
- Switches
- Load Balancers
- Firewalls
- Servers
- Cloud Infrastructure



## Systems Integrators

- Cameras
- Access Control Panels
- Point to Point Wireless Radios
- Video Management Systems
- Gunshot detection systems
- Smart Lighting
- Water Level Sensors





# Use Case: Cameras as Critical Infrastructure



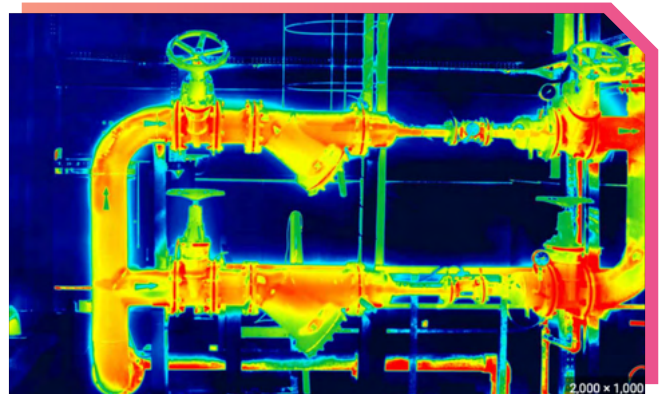
**Hard Hat and Vest Detection**



**Object Left Behind, Directional Travel, Loitering**



**Gauge Analytics**



**Oil and Gas Leak Detection**

# Use Case: Cameras as Critical Infrastructure



Smart Street Lighting, Public Wifi



Water Level Sensors



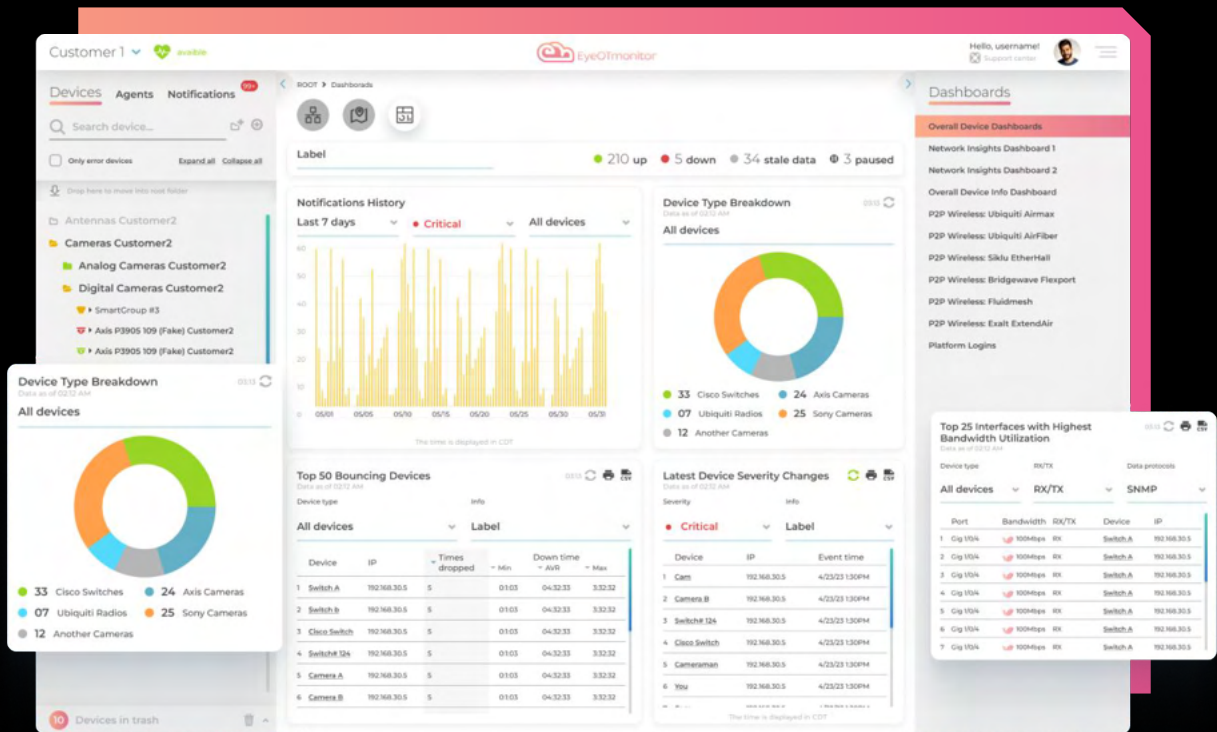
Access Control



Smoke and Fire Detection

## PART THREE

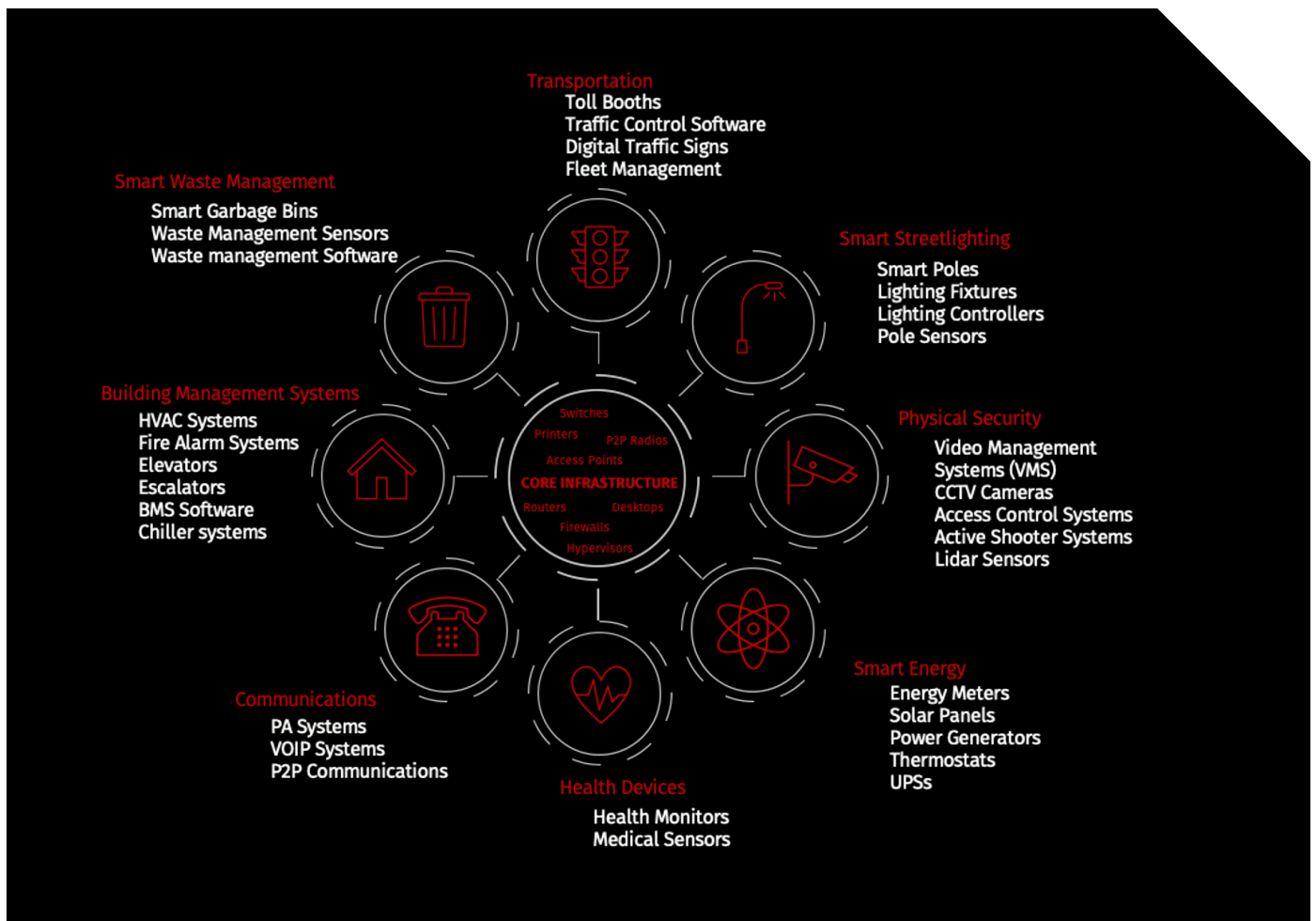
# The Importance of Network and Device Monitoring



# Monitoring IT and OT Critical Infrastructure

## Monitoring NEW critical infrastructure is challenging

- Multiple device and cloud integrations
- Multiple protocols
- Existing tools focus on traditional IT elements



# The Cost of Not Monitoring Networks

## CCTV Footage Delay

CCTV footage from Parkland, FL school shooting was showing a 26-minute delay in 'live' video. Police were preparing for a shootout while the gunman has already fled the scene.

## Truck Roles

It takes a city 2.6 truck roles to fix a broken streetlight. First truck role involves identifying the problem and validation.

## Fines

Hollywood Casino in Toledo, OH was ordered to pay \$30,000 in fines for not having proper video surveillance at a new blackjack table in 2013





# New Monitoring Platform Needed for SIs with Managed Services



**No single RMM platform integrates core network, smart city, physical security, and IoT vendor devices/software**

EyeOTmonitor integrates with core network technologies vendors like Cisco, VMware, Microsoft, as well as IoT, Smart City, and Physical Security vendors such as Milestone, Axis, and more.

**With many devices/software on the network, it becomes cumbersome to quickly identify and remediate problems.**

EyeOTmonitor delivers state-of-the-art topological and geographical network mapping capabilities to create network digital twins so customers can quickly identify and resolve problems.



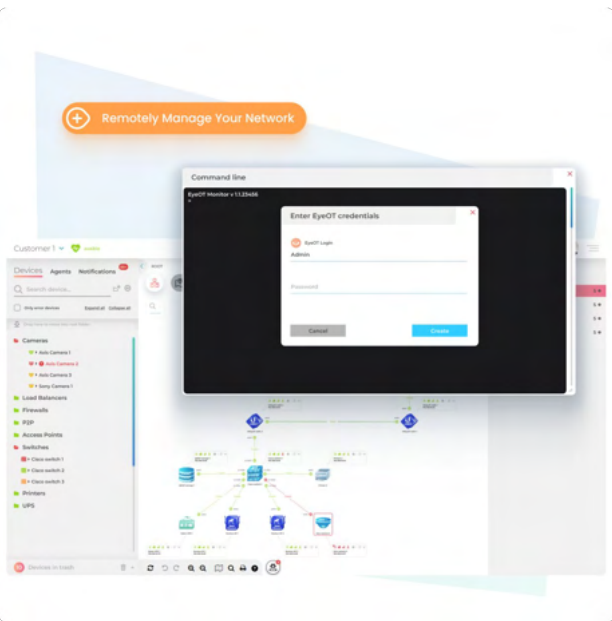
# EyeOTmonitor's Network & Device Management Platform for SIs



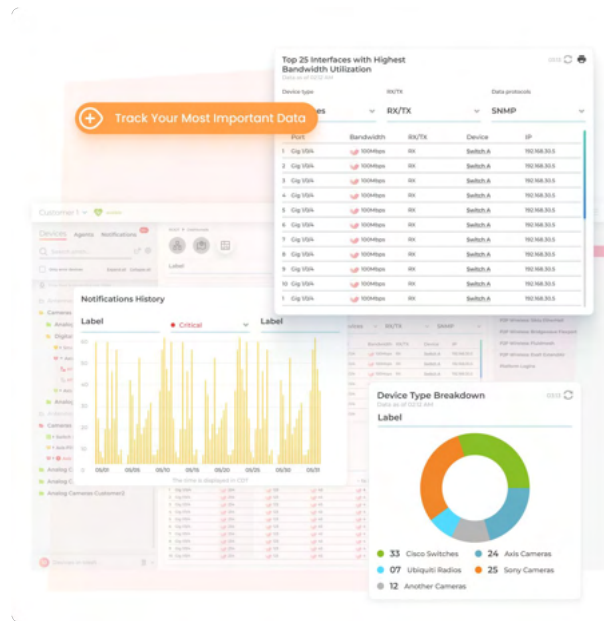
Topology Maps



Geospatial Maps



Remote Network Management



Dashboards

# Capabilities and Benefits

## Capabilities



Network Visualization



Proactive Monitoring and Management



Vendor Integration



Cybersecurity Monitoring



Network Orchestration and Automation



KPIs and Dashboards



## Value Proposition



Reduce Network Downtime



Prevent Cyberattacks



Asset Management



Support Service Costs Reduction



SLAs and Compliance



Save Lives & Prevent Disasters



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