

HOW A CLOUD MSP WINS WITH WAVEFRONT: MASTERSON TECHNOLOGY LIMITED

INDUSTRY

CLOUD MSP

LOCATION

HONG KONG

KEY CHALLENGES

Maintain leadership as a premier managed cloud provider with data-driven insights

Use monitoring to get in front of new cloud-native technologies and applications

Lay foundation for more advanced automation, and AI/ML services

SOLUTION

Wavefront cloud-native monitoring and analytics platform

Industry's most advanced analytics drive smarter alerting and richer dashboards

Platform made for multi-tenancy MSP requirements with highest performance and scale, best economics

BUSINESS BENEFITS

Clearly differentiate from competition with deeper insights via custom end customer dashboards, created in record time

45% reduction in mean time to detect and to resolve dynamic cloud incidents via Wavefront's smarter alerts and 1-sec resolution

35% improvement in monitoring costs over other tools piloted, based on Wavefront's purely consumption based and fully transparent pricing

Easy integration with public cloud providers, VMware infrastructures, plus cloud components from Dell, Pivotal, and 200+ more out of the box integrations

Cloud Adoption Creates Big Opportunities for Cloud MSPs

Cloud Managed Service Providers (Cloud MSPs) are seizing the opportunity to play a stronger cloud adoption role. The move to the cloud has been anticipated and well documented over the years, but the benefits of the technology platform adoption are still be fully realized.

This evolution of MSPs is a growing global trend. There are two distinct sub-trends, the first is around traditional hosting providers transforming into full-fledged cloud providers driving automation of infrastructure and application services along with managed services on top. Secondly, a lot of providers recognize the value of managed services and have begun to provide services on top of third-party clouds, particularly the big providers like Amazon, Microsoft, and Google; there is also Alibaba and IBM too. Providers are responding to their customers' use of multi-cloud to offer management, security, compliance and other services across multiple cloud platforms.

As a result of these trends, traditional managed hosting, system integrators, outsourcing, and traditional VMware solution providers are increasingly moving to become Cloud MSPs. They can grow their share of wallet from an end customer business knowledge and expertise in cloud computing, assisting them to overcome this obstacle. Adopting this value-added managed service approach, Cloud MSPs can offer a higher level of service and ensure they can tailor the offerings based on the end user's requirements.

As always, value to the end customer remains critical. In assisting businesses to manage day-to-day better, IT operations reduce running costs and provide much-needed advantages for end customers need to compete effectively.

Masterson Grows from Unix Solution Provider to Cloud MSP

Enter Masterson Technology Limited, www.masterson-tech.com ("Masterson"), a managed cloud provider based in Hong Kong. Since 2005 when ex-Unix vendor professionals founded it, Masterson has been committed to helping enterprises and businesses better utilize IT solutions.

Over the years, Masterson's service-centric and advanced skills, have gained the recognition from top U.S. vendors such as VMware, AWS, Dell, and Pivotal – each has granted it with the title of highest professional consulting Partner. With the growth of its project consulting scope and multi-vendor integration capabilities, Masterson had been assisting enterprises through their cloud and virtualization journeys.

“Wavefront monitors our customers’ cloud, on-premises, and hybrid infrastructures in one place, better than any other tool we’ve used. Wavefront is more than a first pane of glass for us. It also gives us the ability to understand context and provide analytics-driven alerts to know earlier whether the system is experiencing anomalies, and this is critical to our business.”

— CALVIN LAM
CO-FOUNDER AND CEO
MASTERSON TECHNOLOGY LIMITED

A CLOUD MSP LEADER

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Now with a focus on Hybrid Cloud Solutions, Masterson has achieved the recognition as an advanced consulting partner in the cloud. Its knowledge and expertise in cloud services offer its end customers’ flexibility and scalability on the world’s leading public cloud computing platforms, combined with unique managed services.

Cloud Monitoring and Analytics Data as a Secret Weapon

Monitoring and data analytics have become critically important to its cloud business strategy and how it uniquely approaches cloud adoption in the region for its customers. There are three reasons behind this (as explained by Masterson’s CEO and co-founder, Calvin Lam):

1. Differentiate from commoditization – “It’s more than simply monitoring. Monitoring alone is no longer a differentiator. It’s really about what we do with that monitoring data and how fast we act with it to deliver value to our customers.”
2. Get in front of new cloud-native technologies and applications – “Customers know they need to move to the cloud to remain competitive, but their cloud expertise is often lacking. We use monitoring as part of our consulting practices, so we can better optimize workloads aligned with business needs.”
3. Lay foundation to more advanced automated, ML-AI solutions – “Again, it’s what we do with the monitoring data that set us apart. Almost every client is interested in automation, and in accelerated insights that machine learning, artificial intelligence, and big learning can provide. When the data is there, we have a great opportunity to add more value with more advanced services for our customers.”

Platform Starts and Stops – Monitoring Before Wavefront

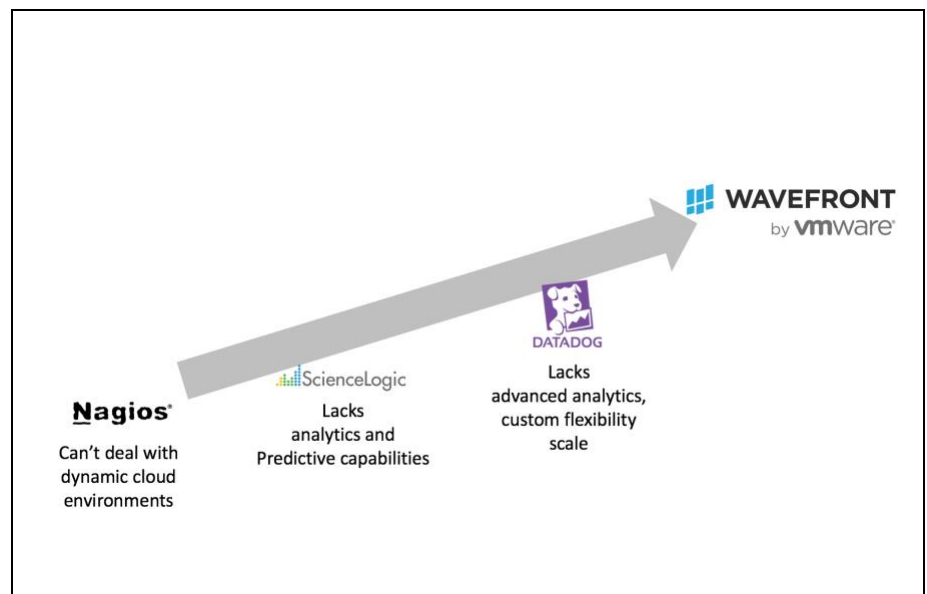


Figure 1: Masterson’s evolution to the ideal cloud monitoring and analytics platform.

It took an extended trial-and-error period of stages before Masterson found the monitoring platform that gave them what they really needed to excel with the cloud.

Initially, Nagios was used as part of its managed services, it worked OK in the legacy static world, but it later became obvious that Nagios couldn't adapt to the dynamic cloud world. Masterson then started working with ScienceLogic. It initially seemed adequate for hybrid-cloud environments, but it lacked any real analytics and predictive capabilities to be proactive with end customers. Then Masterson moved to Datadog for cloud monitoring, but it too fell behind as Masterson's cloud proactive grew, its specific weaknesses were a lack of advanced analytics, customization flexibility, and scale constraints in both performance and economics.

Finally, Masterson heard about Wavefront by VMware, the at-scale, cloud monitoring and analytics platform for the cloud-first era.

Why Wavefront for a Leading Cloud MSP

Immediately, Masterson's engineers and consultants realized the breadth of Wavefront's industry-leading metrics analytics capabilities. It was clearly faster to visualize and search their end customers' data that resulted in being more proactive with emerging problem and trends.

Combined with these analytics, Masterson also found Wavefront's dashboarding to be more powerful in what could be presented and more flexible to personalize for each end customer. The analytics not also accelerated dashboard creation, but also sped creation of smarter alerts that helped Masterson to be more responsive to detecting problems earlier, and at the same time, reduce the alert noise and false positives that degrades operational efficiency.

To start, the learning curve was short of implement Wavefront into Masterson's practice. The migration from Datadog to Wavefront was fast and straightforward – it was easy to funnel metrics to Wavefront in dual-mode, and then turn off Datadog when ready. Wavefront also provides tools to facilitate the recreation of dashboards from Datadog to Wavefront. As well, Wavefront breadth of data ingestion options impressed Masterson's engineers, along with this 200+ out of the box integrations – making it faster to show value to end customers.

Wavefront is built for multi-tenancy at massive scale, in full support of the business model for how MSPs want to operate, including role-based access control (RBOC) on a dashboard and other assets. Wavefront also provides Masterson with supervisory controls over aggregate system operational portals so they can operate as a true Cloud MSP for all of their end customers.

Economically, Wavefront's pricing model is purely data consumption based (as opposed to hosting based) and provides full transparency to understand end customers' exact demand needs as requirements increase. In this way, Wavefront is easier and simpler to price for Masterson's end customers - something that Masterson struggled to understand with Datadog's opaque pricing model. Wavefront also provides an unlimited number of user accounts for both Masterson and their end customers. Taken together, Masterson estimates an immediate cost savings of more than 30% in using Wavefront over Datadog.

LEARN MORE

Wavefront is the premier, Cloud MSP platform for cloud-native monitoring and analytics. Backup by the most trusted names in multi-cloud solutions, VMware.

FOR MORE INFORMATION OR TO PURCHASE WAVEFRONT PRODUCTS

Email: Wavefront@vmware.com

Twitter: @WavefrontHQ

Slack: [Wavefront-public.slack.com](https://wavefront-public.slack.com)

VISIT

<http://www.wavefront.com>

<http://www.wavefront.com/cloud-msp>, for more information about the Wavefront Cloud MSP Partner Program.

<http://www.wavefront.com/sign-up>, to start your free 30-day trial of Wavefront now.

Examples of How Masterson Wins With Wavefront

In addition to managing existing customers, Masterson is now using Wavefront to win over new prospects. It's all about immediate time to value, and how Masterson is swiftly able to turn data into customer insights. Part of this is the ease, speed, and power of Wavefront's data ingestion options. But from an insights perspective, it's mostly about Masterson's ability to present great dashboards to their end customer-prospects using Wavefront's flexible dashboard creation tools. Masterson differentiates itself with the ability to wow both prospects and existing customers with views that best characterize the state of their business operations. To illustrate this, here are two win examples Masterson won soon after moving to Wavefront:

- **Mobile Operator** – Masterson quickly created a customized dashboard with analytics on metrics monitored for a new streaming service coinciding with the World Cup. The dashboard summarized KPIs for the aggregate subscriber activity correlated with the KPIs for the health of the key underlying system components. Wavefront collected, analyzed, and visualized the entire streaming service across both the application services and cloud services supporting the business, all unified and correlated. Masterson won the business to manage the service and is now expanding into new opportunities in the customer.
- **Airport Authority** – Masterson used Wavefront in a pilot project to monitor key applications and wireless systems within the airport facilities. During the pilot, Masterson focused on analytics insights to make system improvements. Using Wavefront, Masterson engineers quickly found problems that lead to performance improvements of the airport's Wi-Fi service and cloud-connected IoT applications, so to make the airport run more efficiently. Such applications included luggage processing, restroom facilities cleaning, and support management. The end customer was so impressed with Masterson's consulting recommendations; they ultimately choose them to manage their cloud services.

Masterson's Future is Even Brighter with Wavefront

Masterson continues on a high growth trajectory as it expands its Cloud MSP business model, further expanding customer-valued differentiation with Wavefront.

For the future, Masterson's business roadmap with Wavefront covers three stages. In the short-term, they are forming a Dashboard SWAT team, to accelerate replication of early success using Wavefront dashboards to win over new customers, new verticals, new use cases. In the mid-term, Masterson will replicate and expand to other regions such as Greater China, and Taiwan. Then for the long-term, Masterson is planning to deliver an automated, ML-AI service for end customers based on Wavefront and other platforms.

It's all about delighting end customers, and Masterson does it with Wavefront.

Figure 2: Masterson's service promotion

