

BATTLECARD

PROFESSIONAL SERVICE AUTOMATION TOOLS



WHAT IS A PSA TOOL?

PSA tools ('Professional Service Automation' tools) enable MSPs to manage their business from one single environment, empowering them to implement, monitor and deliver a better service faster, as well as automating their billing processes and providing detailed reporting.

WHY SHOULD MSPS USE PSA TOOLS?

- **Automates everything saving time and making money:** Automates their business, reduces errors and enables them to focus on delivering great service to their customers.
- **Simplifies billing processes:** Enabling them to deliver a faster, streamlined, more accurate billing service to their customers, with a minimised risk of errors.
- **Increases their business efficiency:** Automation gives them precious time back to focus on their business and saves them money on unnecessary resources.
- **Delivers comprehensive features:** Including ticketing, resource tracking, expenses, and billing.
- **Self-service customer portals:** Their customers can help themselves with their everyday service needs.
- **Create accurate reports:** Ensuring them and their customers have the information they need to make good decisions.
- **Gives MSPs a clear view of their business:** So they understand exactly where they are spending time and resources.

WHY USE PSA TOOLS INTEGRATIONS WITH GIACOM?

- **Integration with industry leading PSA tools:** Autotask & Connectwise.
- **Customer led platform built for MSPs, by MSPs:** We own our own platform, so can make any updates, changes and enhancements exactly when our customers need them.
- **It's FREE!** As a Giacom partner, PSA integration is completely free of charge.
- **Simplified PSA configuration and setup:** Easily get started with the market leading PSA tools Autotask or ConnectWise.
- **Great MSP focused features:** Including intuitive searching, filtering, sorting of customers services, logical customer and service matching with clear guidance and 'automated syncing' of license changes.



MSP PAINPOINTS AND SOLUTIONS

| MSP Painpoint | How PSA tools resolve these |
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| IT TAKES TOO MUCH TIME FOR ME TO PROCESS BILLING EACH MONTH | Using a CloudMarket connected PSA tool enables MSPs to synchronise all their licenses and subscriptions – stopping all those error prone rekeying and manual reconciliations. |
| I'M WORKING ON TOO MANY DIFFERENT SYSTEMS WHICH MEANS THERE'S OFTEN MISTAKES MADE | A market leading PSA tool has a huge variety of connected tools such as CRM, RMM, patching, license provision, hardware etc enabling them to streamline their services and reduce security risks. |
| I NEED A CLEAR OVERVIEW OF MY BUSINESS AND MY CUSTOMER ACTIVITIES | PSA tools bring together all elements of their business into a single view – helping them see how each one is adding value or costs to their business. Adding Cloud Market to their PSA tools gives them an automatic and concise understanding of their software license and subscription costs by customer. |
| I WANT VISIBILITY OF MY TICKETS AND ENGINEER ACTIVITY SO I CAN PLAN BETTER | Support ticketing is a key element of any PSA tool. So fully understanding who is dealing with what in real-time helps them ensure the right level of support is being given to their customer. In addition, it helps them to identify the skills and experience gap in their team. |
| I WANT TO DELIVER BETTER SERVICE AT A LOWER COST | Delivering better results through automation and enabling customers to self-serve is a key element of successful MSP business. With Cloud Market's end-customer self-service options and a PSA integration they can automatically update the customer account with any product movements. |
| I WANT TO EASILY DELIVER PERFORMANCE REVIEWS TO MY CUSTOMERS | By bringing all the elements of their business into a single PSA tool environment they can easily create rich reports for their customers and business, capturing all the value that they provide to them in a clear and meaningful way. |