



AIOps is driving next-gen Managed Service Providers to new heights



Overview

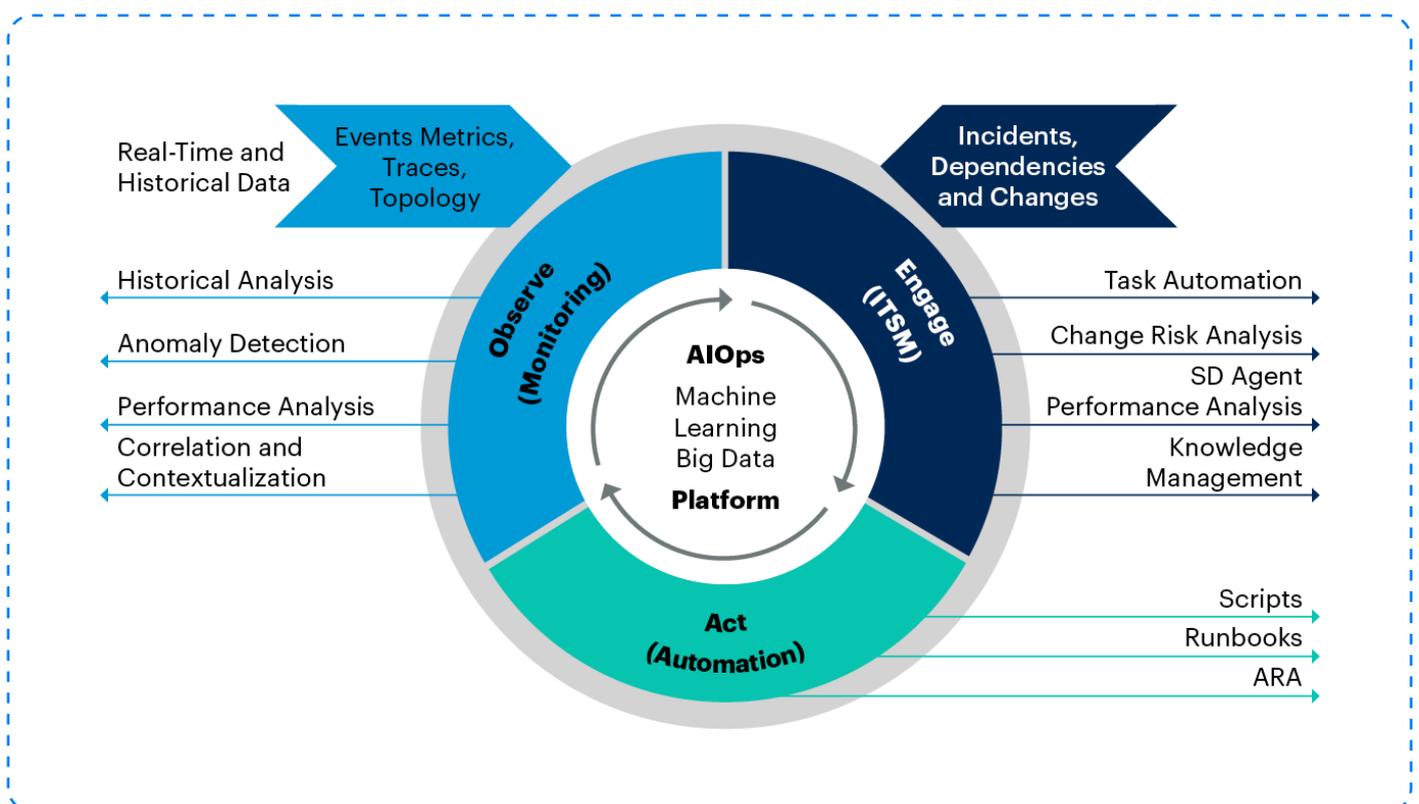
Managed Service Providers (MSPs) must continuously innovate their offerings by expanding into evolving markets and consistently delivering superior customer experiences. Consequently, many savvy MSPs are ditching legacy tools for AI/ML-driven platforms. Artificial Intelligence for IT Operations (AIOps) is key for MSPs to deliver against broadening customer SLAs and dramatically improve operational efficiency.

According to Gartner, “AIOps continues its growth and influence on the overall ITOM market, with an estimated market size of between \$900 million and \$1.5 billion in 2020 and a compound annual growth rate of around 15% between 2020 and 2025.”

Challenges faced by MSPs

- Staying one step ahead of formidable competition
- Increasing the volume and velocity of IT operations data
- Improving remote management and the end user experience
- Analyzing and adopting the optimal infrastructure monitoring and predictive analytics toolset from the best AIOps partner.
- Reducing operational cost & increasing revenue

How AIOps Platforms Enable Continuous Insights Across IT Operations



Intelligent Managed Services powered by ZIF™ for next-gen MSPs

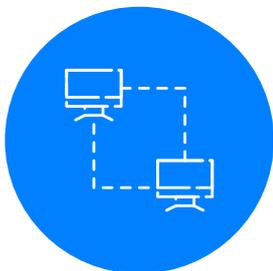
ZIF™ delivers enhanced business outcomes by leveraging pure-play artificial intelligence. Here's how we do it:



Predictive alerting

– **95% plus outage prediction accuracy before it happens**

Effective predictive analytics are critical for successful AIOps platforms. ZIF™'s patent awarded algorithms forecast incidents based upon their continuously updated knowledge of trends & incident symptoms gained by analyzing significant volumes of historic data.



Accelerated incident resolution

– **60% MTTR incident reduction**

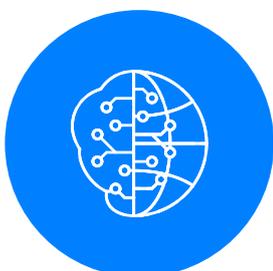
Reduce Mean Time to Resolve (MTTR) by vastly accelerated ingestion and correlation of diverse data techniques. Identify usage patterns, user behavior and end user sentiments using natural language processing and text analytics.



Root cause analysis

– **60% faster automatic cause identification resolution**

With accelerated root cause analysis, ZIF™ identifies root causes of incidents even when they are driven by events that cross siloes. ZIF helps identify dependencies across the dynamic infrastructure and increases efficiency through actionable insights.



Intelligent automation

– **60% productivity increase through automation of routine tasks**

ZIF™ enables IT process automation through algorithmic IT operations and its AI-led capabilities for advanced insights, predictions, and auto-remediation which drive consistent business service reliability and reduce operational defects.

Why consider the ZIF™ Partner Program (ZPP) for MSPs

Tailored MSP Partner Portal

Comprehensive training & certification curriculum, deal registration, sales tools, white labelling (upon request) and around the clock, no charge, partner technical support.

Profitability

Partners retains all associated Consulting, Implementation & Command Center managed services revenue

Multi-tenancy

Centralize client management through the multi-tenant management console, a critical must have capability for MSPs

Customer cost reduction

Financial benefits of ZIF™ automated IT Operations versus Manual IT Operations highlighted through ROI calculator

Flexible licensing models

Support for monthly, pay as you grow utility (OpEx) or 1/3/5-year subscription (CapEx) based licensing alternatives

MSP Pricing Advantage

OpEx vs. CapEx calculator for determining optimal licensing considerations

Universal Connector

Seamlessly connect 100's of existing monitoring & management tools to ZIF for optimal results

Modular Design

Only license the relevant product components required on a customer-by-customer basis

Customer Revenue Acceleration

A seamless 1 click download and installation experience + support for complimentary 60 day customer POCs

Customer is King!

Willingness to enhance products to meet customer specific requirements



ZIF™ (Zero Incident Framework), is an award-winning AIOps platform for IT Operations. ZIF™ delivers business outcomes by leveraging unsupervised pattern-based machine learning algorithms. Infrastructure and application telemetry data are aggregated, correlated, and potential failures are predicted. To enable faster resolution and better user experience, ZIF™ deploys intelligent bots for proactive remediation. ZIF™ is available as an on-premise and SAAS solution.

Contact us now for personalized MSP onboarding service!

To find out more about ZIF™, please visit www.zif.ai or write to inquiry@zif.ai