



## CATALOG OF SERVICES

Collabrance LLC, a subsidiary company of GreatAmerica Financial Services, is a Master Managed Service Provider (MSP) located in Cedar Rapids, Iowa. We build long-term, mutually beneficial relationships with Solution Providers committed to managed services as a core element of their business. Our model enables Service Providers an avenue to quickly and profitably scale while focusing on revenue generating opportunities. Our portfolio of standardized technology services, efficient processes, and sales support, results in exceptional customer satisfaction and industry-leading remote resolution rates. As a trusted technology advisor, Collabrance provides the necessary education, access to best practices, and personal assistance needed to succeed.

# COLLABRANCE SERVICES

We help Managed Service Providers (MSPs) grow their business faster while balancing overhead and risk. As a Master MSP, we are more than just a private-label Service Desk and NOC. We provide a full suite of solutions that include a cybersecurity Managed Security Service Provider (MSSP) offering in addition to a dedicated onboarding team, virtual sales managers, access to industry thought leaders to share best practices, and many other value-add services.

Collabrance takes great pride in our customer service, which is why our hiring process focuses on both attitude and aptitude. End users have consistently rated their service experience with a 97% satisfaction. Our efficient processes enable us to resolve 90%+ of technical issues remotely with our MSP Offering. This helps free up more of your time to focus on what you're passionate about like more revenue generating opportunities, growing your business and a better work/life balance.

We don't succeed unless you succeed. To help you achieve greater success, we stay actively involved to ensure you're able to accomplish your goals.



## CONTENTS

### CUSTOMER SERVICE

End User Experience.....	3
Incident Response.....	4

### COMPETITIVE IT OFFERINGS

NOC Services Offering .....	5
Service Desk Offering.....	6
MSP Offering .....	7
Disaster Recovery .....	7
Unified Threat Management.....	8
Email.....	9
MSSP Offering .....	10

### VALUE-ADD SOLUTIONS

Service Activation Support .....	11
Sales Support.....	11
Flexible Contracts & Billing.....	12
Summary .....	13
Customer Satisfaction.....	14
Additional Services.....	14

### CONTACT INFORMATION

Next Steps .....	16
------------------	----

“Collabrance makes things so much easier so you can sleep better at night, and really focus on growing your business.”

- **Al Schroeder**, SDG Technology Group

“Collabrance lets us focus on what we do best. they have the expertise on staff and it's one less thing we have to worry about.”

- **Chap Breard**, MOEbiz

“We partnered with Collabrance to build our MSP business faster and immediately gain the wealth of knowledge from a proven leader in the MSP world.”

- **Jeff Blount**, Cobb Technologies



## CUSTOMER SERVICE

### ***Collabrance has maintained an average 97% customer satisfaction rate.***

Technical credentials are important, but customer service is necessary. We make sure our team members have both to take better care of your customers.

Collabrance is completely white labeled and you maintain ownership of your customer when working with Collabrance. As your outsourced provider, we can customize a private-label program that includes answering your customer calls as your company. End Users can contact the Service Desk via telephone, email or chat.

One of the many differentiators our end user customers enjoy is a live-voice Help Desk ready to answer their calls and questions; no hold queue or automated attendant!

When your customer calls, our goal is to answer the phone in 2 rings or less and be greeted by a friendly and knowledgeable technician. We answer the phone, "Support services, this is [name]. May I have your name and company name? Do you have an existing ticket number or are you calling about a new issue?" From there we work the ticket and dispatch accordingly.

### **CUSTOMER SURVEY COMMENTS**

"I am very delighted with the service you all provide me. Every time I have ever called about an issue you have been concerned, figured out what the problem was, and fixed it promptly and courteously."

"Your service has always been outstanding. I have been very pleased each time I've needed assistance. Technicians are friendly and knowledgeable, and resolve my problems within minutes. Keep up the great work."

"Great job!!!! Everyone I talked to was very polite, professional and made me feel like they were genuinely concerned with helping me. Thank you for fixing my issue."

"Thank you for your rapid response to my computer issue(s). You are all very supportive, effective, and efficient, as well as friendly, patient and caring. Please keep up the good work."

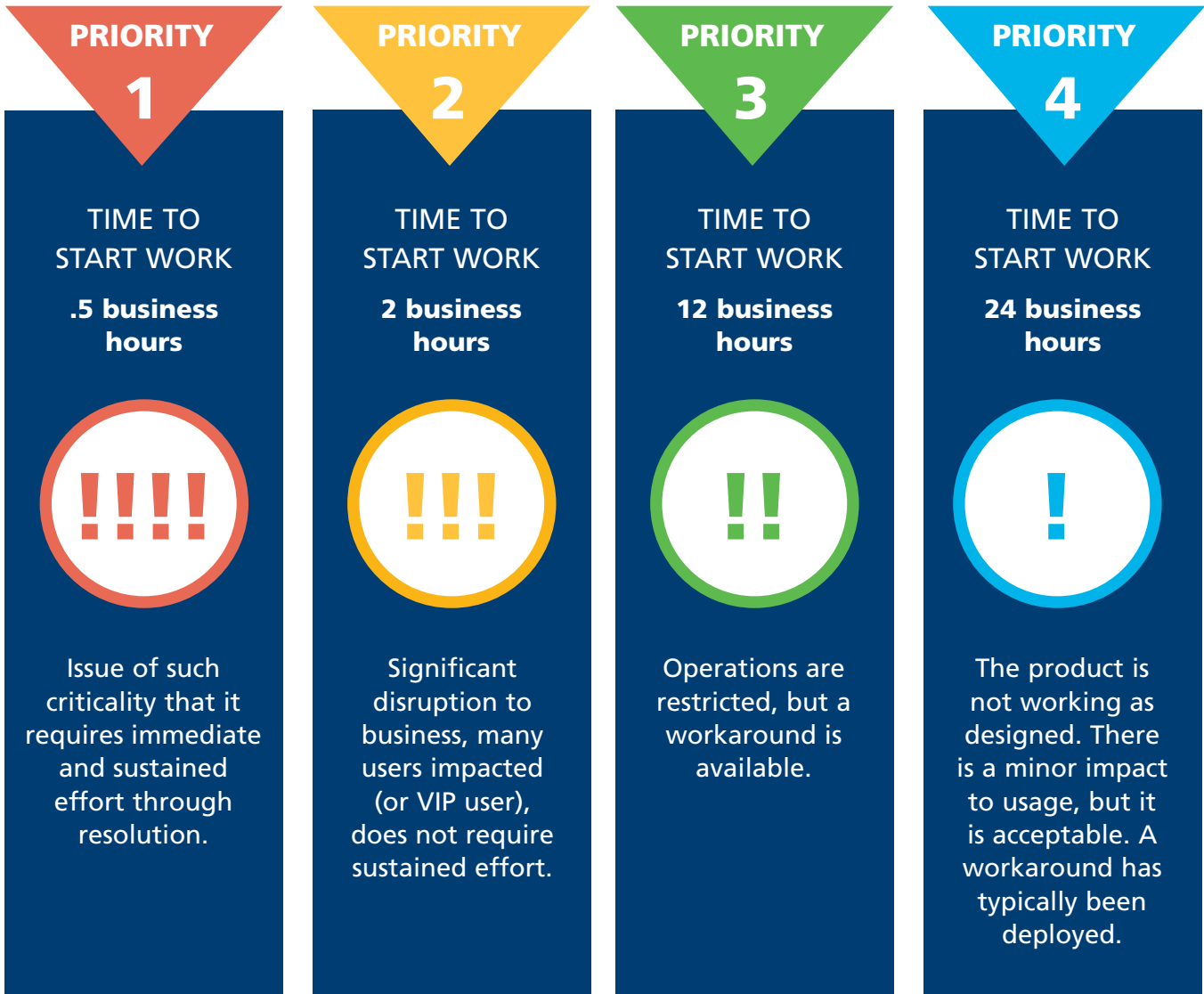


The HDI Support Center Certification recognizes a support center's commitment to excellence, efficiency, and service quality by 80%+ of Service Desk Team Members becoming HDI Certified.

# CUSTOMER INCIDENT RESPONSE

We built a team structure and ticket escalation process that allows us to get to know your customers and provide a more personalized experience. Our technical support engineers have been selected for their ability to listen, understand issues, and arrive at IT solutions that put customers on track quickly.

All incoming incidents are assigned a priority based on the impact and urgency of the issue. This priority determines how quickly a technician is assigned to troubleshooting the issue.



# NOC SERVICES OFFERING

Both server and workstation support provide a stable platform for a business' computing needs. Monitoring and remediation keep the devices healthy up to and through the operating system.

## PREVENTATIVE MAINTENANCE

- Hardware Health Monitoring Device Performance Monitoring
- Disk Health Check
- HTTP/HTTPS Monitoring
- Proactive Reboot Procedures
- Internet Connectivity
- Microsoft Patch Deployment and Management
  - Critical and security patches (as defined by Microsoft) completed monthly
  - Updates, rollups and definition updates completed monthly
  - Patch monitoring and verification to ensure successful installation
- 3rd Party Patch Deployment and Management
  - Java, Adobe, Flash, Chrome and Firefox
- Antivirus Deployment and Management
  - Monitor and resolve definition update failures
  - Scheduled scans
  - Triage installation and configuration issues
  - Monitor and remediate failed updates, scheduled scans and virus/ threats detected

## REPORTING

- Standard set of reports including: licenses, ticketing, executive summary, patch status, AV threats, upgrade opportunities, and warranty.

## MONITORING & REMEDIATION

- Agent status
- AV status
- Windows event logs
- Windows service state
- Performance counters
- Hardware health
- Performance issues



## BENEFITS

- Minimize investment with access to Collabrance RMM & PSA tool(s).
- Optimize for maximum system performance.
- Minimize the risk of data loss through server capacity planning.
- Maximize system uptime to enhance productivity and image.
- Early identification of issues and need for upgrades which reduces surprise costs.
- Reliable access to your company's data.
- Improved application performance.
- Quick issue resolution through troubleshooting and root cause analysis.

# SERVICE DESK OFFERING

Each user receives a set of services designed to provide access to critical applications and services regardless of how they connect.

## SERVICES PROVIDED BY THE SERVICE DESK

- Live-Answer Service Desk support via unlimited phone, email and chat support
- Microsoft Office support
- Microsoft Outlook support
- Mobile device assistance
- Remote access support
- Line of business software assistance
- Password policy to enhance security

## CONTACTING THE SERVICE DESK

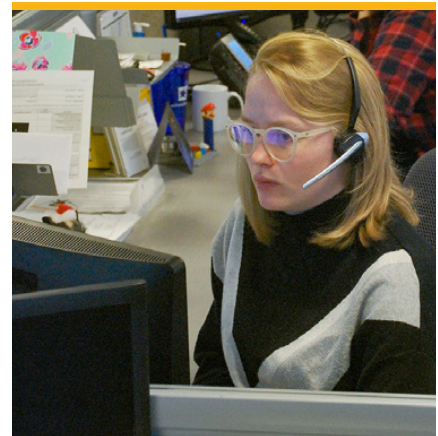
Our Midwest-based Service Desk is located in Cedar Rapids, IA, and is open Monday-Friday, 7:00am- 7:00pm CST with emergency on-call support available 24/7. There are three ways an end user can contact the Service Desk for IT support:

- Phone: Our technicians strive to answer the phone in two rings or less.
- Chat: A quick click on our custom icon allows end users to start a chat session with our Service Desk, as well as provide information about their computer that can help quickly identify their machine to resolve issues quicker.
- Email: End users may use our custom icon to “Submit a Ticket” via a pre-formatted template.

## VENDOR MANAGEMENT

Collabrance will act as the single point of contact for the user with vendors to coordinate support and resolve issues. This can include:

- Line of Business Applications
- Registrars
- Hardware under manufacturer warranty
- Internet Service Provider
- Copiers and Printers



## BENEFITS

- Increase productivity with immediate access to technical resources via a live-answer Service Desk.
- Peace of mind IT issues will be taken care of because there is a full team of technical experts who go above and beyond.
- Mitigate the risk of one individual holding access to all passwords, usernames, and information and costing you time or money.
- Fewer problems and quicker resolution because of our proactive approach.

We remotely remediate 95%\* of all user issues through our Service Desk.

*\*January 2019 – December 2019 with Collabrance MSP Offering*

## MSP OFFERING: DISASTER RECOVERY AS A SERVICE (DRAAS)

Backup Disaster Recovery (BDR) is a full-volume backup of business data and applications, with redundant offsite retention. The inability to recover data is one of the main reasons customers cancel managed service contracts. While no solution is infallible, the managed BDR service offered by Collabrance will dramatically improve the odds of a complete recovery after a disaster.

### SETUP & MAINTENANCE

- Configure backup
- Test restores locally and in the cloud
- Operating system updates
- Reporting

### MONITORED & REMEDIATED

- Job status
- Failed backup
- Screenshot verification
- Hardware failures
- Appliance disk space
- File restore
- Bare metal restore



### BENEFITS

- Retrieve data and recover quickly after a failure. Go from a full server failure to being back up and running in minutes.
- Lose less data if a failure occurs. Data is backed up and secured throughout operational hours.
- Multiple points of resilience and recovery. Data is stored on dedicated appliances and in data centers offsite.
- Flexibility to optimize server performance.
- Agility and scalability. Service plans and devices are upgradeable for additional storage, CPU, and memory as your business needs evolve.

## MSP OFFERING: UNIFIED THREAT MANAGEMENT SUPPORT

Our on premise, next generation Unified Threat Management (UTM) firewall sits at the perimeter of the customer's network to protect internal assets from external threats. Our security appliance will support signature-based IPS, web content filtering, and gateway malware protection.



### BENEFITS

- Quick issue resolution via certified engineers.
- Ensure company assets are protected at an additional level – from the edge – rather than just at the endpoints.
- Mitigate the risk of unwarranted bandwidth consumption that could slow employee productivity.
- Improve staff efficiency through policies by ensuring employees aren't accessing non- work related web content during work hours.
- Extensive network security from internal and external threats.
- Mitigate the risk of installation of spyware, spam, phishing, etc. by proactively blocking sites that are categorized as "malicious."

### SETUP & MAINTENANCE

- Configure UTM
- Operating System Updates
- Reporting

### MONITORED & REMEDIATED

- Logs
- Bandwidth
- Connectivity
- Latency
- Signature updates
- Appliance health
- Intrusion detection
- Intrusion prevention
- Web filtering / AV
- Quality of service
- Route changes
- Security alerts
- VPN support
- Web filter modifications



## MSP OFFERING: EMAIL COMMUNICATION SUPPORT

A full-featured, hosted, secure instance of Microsoft Exchange for email, calendar, contacts, task lists and resource mailboxes that is fully monitored and administered.

### MONITORED & REMEDIATED

- Mail flow issues
- Mail delivery issues
- SSL Certificate monitoring and management
- Exchange server alerts (for On Premise Exchange)



### BENEFITS

- Eliminate capital expenses. There's no hardware to buy or software to license, so you don't need to sink your capital into on premise infrastructure.
- Make costs predictable. Consolidate your expenses into simple, monthly per-user fees.
- Reduce your operational expenses.
- Assure the reliability of your systems. Hosted data centers possess extensive electrical redundancies, multiple Internet connections and comprehensive data backup strategies.
- Keep your business data safe. Hosted data centers far exceed the physical security standards of what most businesses could achieve on their own.
- Protect yourself from digital threats. Beyond anti-spam and anti-malware tools, your network is protected 24/7.
- Simplify business continuity. Your company data can be accessed from anywhere, at any time, which simplifies disaster planning and recovery.
- Stay secure and up-to-date. Upgrades and patches are performed to keep you current.

# MANAGED SECURITY SERVICE PROVIDER (MSSP) OFFERING

Collabrance may be able to help your customers with their compliance requirements with real-time analysis, investigation and remediation through log retention, monitoring, reporting, password policies, software/hardware updates, security awareness training, encryption, and next gen firewall.

Together, we can improve their protection for data and intellectual property, as well as increase protection against zero-day threats.



## CYBER SECURITY BUNDLE (SUPPLEMENT MSP OFFERING)

- Advanced Threat Protection (ATP)
- Security Awareness Training (SAT)
- Multi-Factor Authentication (MFA) for VPN Users
- Named Files Backup for Windows Laptops
- Disk Encryption
- Password Management
- Endpoint Detection and Response (EDR)
- Dark Web Monitoring
- Third Party Patching
- Data Loss Prevention
- SIEM & SOC Servers (UTM, Server, Switch, etc.)
- Security Business Risk Assessment
- Security Network Risk Assessment

## NIST FRAMEWORK

The NIST Cybersecurity Framework is important to your customers, your managed services business and Collabrance, and was leveraged for guidance in the development of the Collabrance MSSP Offering.

1

### IDENTIFY

Inventory equipment, software and data as well as policies and procedures to assist with access to information and protect against attacks.

2

### PROTECT

Control access to your network and data. This could include software, policies as well as security awareness training.

3

### DETECT

Monitor network for unauthorized users or connections and investigate any unusual activity.

4

### RESPOND

Have a plan and technology available in case there is risk that an attack has occurred to keep business operations running.

5

### RECOVER

After an attack has occurred, have the ability to repair and recover business operations and keep stakeholders informed.

# SERVICE ACTIVATION SUPPORT

The Service Activation team provides your technical team assistance with planning and completing pre-sales network discoveries, and post-sales onboarding services.

**PROJECT MILESTONES**

- Gather information
- Build network infrastructure
- Stabilize existing hardware
- Install RMM tools
- Deploy email solution

## NETWORK DISCOVERY ASSISTANCE

- **Training:** How to use our tools to access a prospect’s network and gather account information.
- **Support:** Assistance for your technical team if they run into issues or questions.
- **Reporting:** Provides essential data from the network for accurate sales proposals.

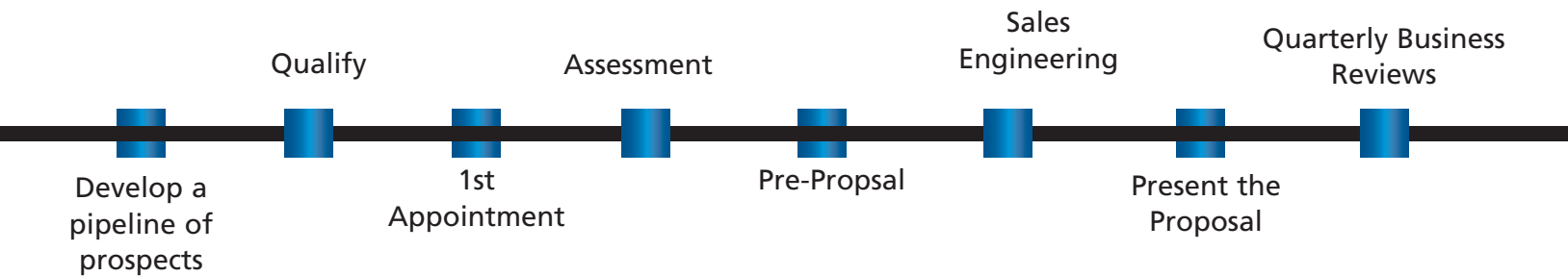
## ONBOARDING & MIGRATION SERVICES

Work with our Service Activation team to onboard new customers in an effective and timely manner. Our project plan outlines tasks, sets deadlines and assigns responsibilities, to ensure we implement solutions that are properly configured and documented.

# SALES SUPPORT

Collabrance stays involved as your virtual sales manager to help manage activity, identify opportunities and provide continuous training. Our team also helps you stay engaged with your current customer base after the sale by assisting with quarterly business reviews, and identifying upsell opportunities. Use our proven sales process to build your team’s confidence, close more sales and grow your business.

## THE SALES PROCESS



## FLEXIBLE CONTRACTS

Collabrance does not require Service Providers to sign fixed-term contracts, or upcharge our services for month-to-month agreements. Our goal is to have a mutually beneficial long-term relationship. To set expectations, we do have an agreement that outlines the business rules for how Collabrance and the Service Provider work together, and the role of each party.

If you decide to go another direction for your business, Collabrance will assist the Service Provider in transitioning and offboarding those customers at any time by providing 90 days written notice.



## MONTHLY BILLING

MSPs enjoy a budget friendly, month-to-month, “pay as you go” opportunity with Collabrance. We send one consolidated invoice to Service Providers on a monthly basis that is broken out by end user customer, and covers services provided to the customer for the previous month. Collabrance has also developed a billing integration within ConnectWise to be able to pass agreement information to Service Providers to streamline the billing process. Each MSP will invoice their own end user customers, adding in their margin.

# QUICK SUMMARY OF SERVICES

## WHAT'S INCLUDED:

- 24/7 NOC monitoring with 7-7CST M-F NOC remediation
- Unlimited U.S. based Service Desk support
- Backup & disaster recovery
- Proactive maintenance
- Email/SPAM protection
- Network security
- Vendor management
- 24/7 Access to online Partner Portal

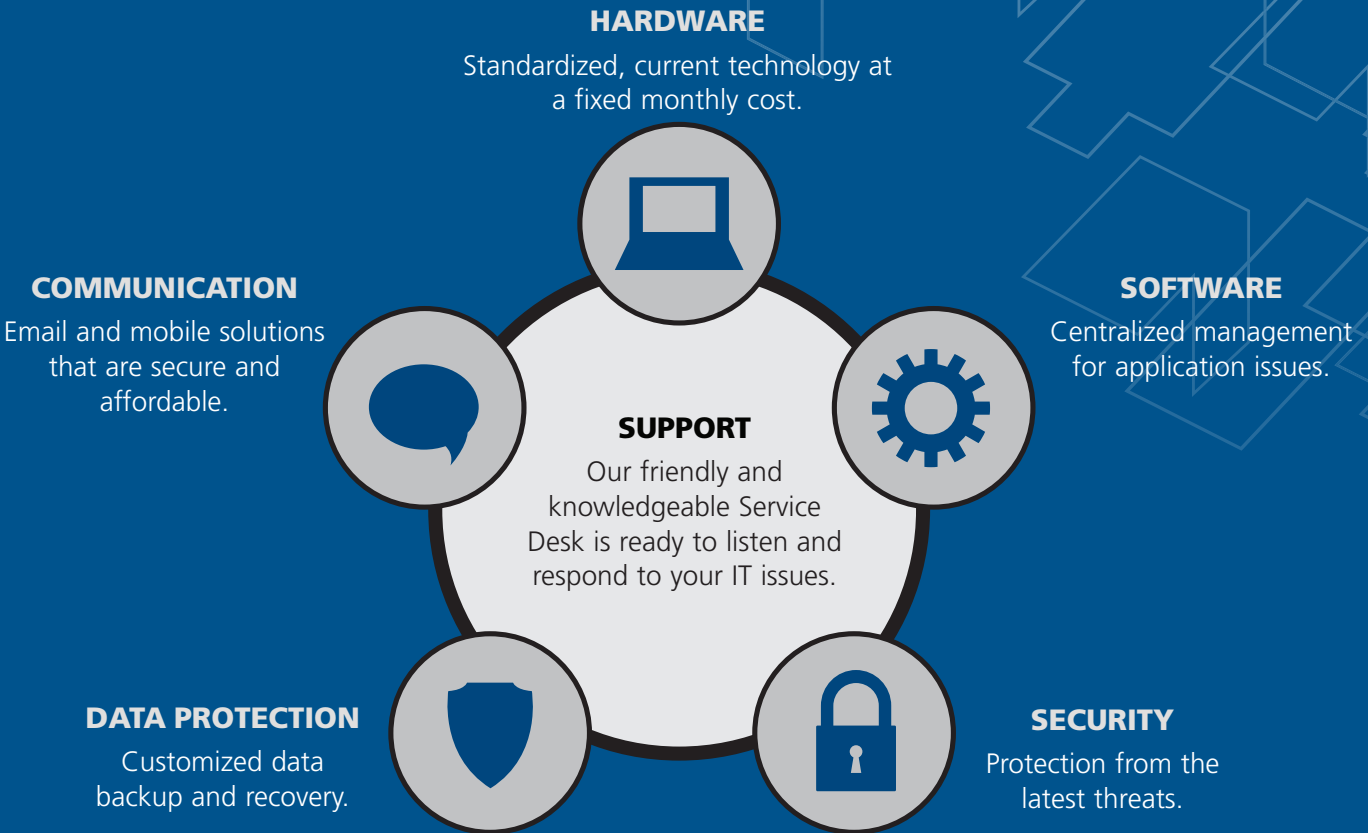
## SOLUTION PROVIDER VALUE-ADDS:

- 95%+\* Remote remediation
- Technology vetting
- Sales engineering assistance
- Sales coaching from virtual Sales Manager
- Customer onboarding support
- Financial modeling assistance
- Access to industry experts
- Collabrance RMM & PSA tools

\* January 2019 – December 2019 with Collabrance MSP Offering We provide a standard set of comprehensive solutions for Hardware, Software, Security, Data Protection, Communication, and Support. Collabrance takes care of actively managing all of these vendors for you and being a subject matter expert in these products so you can focus on your business.

## TECHNOLOGY STACK

We provide a standard set of comprehensive solutions for Hardware, Software, Security, Data Protection, Communication, and Support. Collabrance takes care of actively managing all of these vendors for you and being a subject matter expert in these products so you can focus on your business.





## CUSTOMER SATISFACTION RATE

PROVIDE YOUR CUSTOMERS WITH THE BEST SERVICE.

*\*January 2019 – December 2019  
with Collabrance MSP Offering*

### CUSTOMER SURVEY COMMENTS:

“I appreciate everything the Service Desk does for us. They are always polite, helpful and ambitious to complete our needs.”

“The tech was great! Very polite and patient. I usually dislike making Help Desk calls, but this was a pleasant experience. Thank you!”

“Everyone is always great, no issues, they are quick, efficient, professional yet friendly.”

“Thrilled with the service experience! Your Service Technician was a joy with whom I spoke. I asked many questions, and you graciously answered every one. I left the conversation with a smile.”

“I have worked with several IT departments over the years and this was the first time a representative asked me when I might be away from my desk so they could fix my issues at the most convenient time for me. Great service and issue resolved.”

### VALUE-ADDED SERVICES

We provide the following value-add services to help you achieve greater success:

#### 1 SALES SIMPLICITY SEMINARS

Collabrance and GreatAmerica teamed up with CharTec to coach you on effectively selling everything-as-a-service. This 2-day seminar shares a proven sales process which will help you close sales faster, increase your margins and fill your pipeline.

#### 2 SALES TRAINING LABS

This intensive and in-depth 5-day sales training includes role-play, practice, and a thorough look at CharTec’s proven sales process so you can improve your ability to sell managed services and increase your close rate.

### **3 EQUIPMENT FINANCING**

GreatAmerica helps businesses keep their technology up to date, preserve their cash and help them budget by providing monthly payment options for their equipment purchases.

### **4 HARDWARE-AS-A-RENTAL (HaaR®)**

Give your customers a one-invoice solution for all their hardware, software, installation and services. HaaR combines the best attributes of Hardware-as-a-Service (HaaS) and equipment financing, but does NOT require you to take on the financial risk.

### **5 HARDWARE-AS-A-PROJECT**

Collabrance offers Hardware-as-a-Project to partners when you need extra help getting a new server ready for deployment. This includes installing all the hardware, updating firmware, and installing and patching the operating system. Deliver a server ready for deployment in your customer's environment with our help.

### **6 DISCOUNTED TRAININGS**

When Collabrance identifies an opportunity to help you achieve greater success, we will make the necessary investments to help provide you trainings and access to industry experts. These types of discounted trainings could include industry events, as well as financial and sales trainings

### **7 S-L GAMIT PEER GROUPS**

Paul Dippell, founder of Service Leadership Inc., facilitates these exclusive peer groups to share best practices, be more efficient, set goals and outplay your competition.

### **8 PATHSHARE® HR SERVICES**

Get help attracting, recruiting, hiring and retaining your IT staff needs with the help of our experts at PathShare, a GreatAmerica Company.

**"WE PARTNERED WITH COLLABRANCE BECAUSE OF THEIR EXPERTISE, ABILITY TO TAKE CARE OF OUR CUSTOMERS AND PROVIDE OUTSTANDING SERVICE EXPERIENCES."**

**-Tim Renegar, Kelly Office Systems**

**DISCUSS YOUR OPPORTUNITIES WITH COLLABRANCE:  
WWW.COLLABRANCE.COM/APPLY**



“After partnering with collabrance, we are landing accounts that we’ve never been able to get in the door with before.”

**-Preston Woolfolk,**  
DOCUmation

#### **ABOUT COLLABRANCE**

Collabrance was formed in 2009 to help Solution Providers expand their business and embark on the path of becoming a trusted technology advisor for their customers. Collabrance helps partners gain the experience, personnel, and tools to profitably scale their business faster with fewer risks. As the managed services industry evolves, Collabrance is designed to build stronger relationships by staying involved and providing ongoing support.

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

#### **CONNECT WITH US**

**Phone:** 877.715.8485

**Email:** [info@collabrance.com](mailto:info@collabrance.com)

**Blog:** [www.collabrance.com/blog](http://www.collabrance.com/blog)

**Events:** [www.collabrance.com/events](http://www.collabrance.com/events)



A GREATAMERICA COMPANY