

vCIOs color their way to sales and customer success

An innovative approach to asset lifecycle management

Asset Lifecycle Report for Creative Designs

Server (1)

Server	User	Location	Make	Model	Serial	Operating System	Purchase Date	Warranty Expiration	End of Life	Replace Cost	Age
LEWESDC01	CreativeDesigns\kconing1	Lewes Store	HP	ProLiant MicroServer	5C7319P15X	Microsoft Windows Server 2012 Sta...	2013-09-17	2018-10-16	2018-09-17	\$10000	6.4

Workstation (26)

Workstation	User	Location	Make	Model	Serial	Operating System	Purchase Date	Warranty Expiration	End of Life	Replace Cost	Age
DESKTOP-1TJ8GLQ	DESKTOP-1TJ8GLQ\CreativeDesigns	Ocean View Store	HP	23-q150z	4C1548061F	Microsoft Windows 10 Home x64	2015-12-04	2016-12-03	2020-12-04	\$1500	4.2
G8HTDB2	AzureAD\ThomLockhart	Lewes Store	Dell	OptiPlex 3040	G8HTDB2	Microsoft Windows 10 Pro x64	2016-04-22	2019-07-22	2021-04-22	\$1500	3.8
GSTGZC2	AzureAD\JeanneMueller	Ocean View Store	Dell	OptiPlex 3040	GSTGZC2	Microsoft Windows 10 Pro x64	2016-10-15	2020-01-14	2021-10-15	\$1500	3.3
GSXSV62	AzureAD\PattyClarkson	Ocean View Store	Dell	OptiPlex 3040	GSXSV62	Microsoft Windows 10 Pro x64	2016-10-15	2019-10-28	2021-10-15	\$1500	3.3
GTT9XD2	AzureAD\SteveCarmichael	Ocean View Store	Dell	OptiPlex 3040	GTT9XD2	Microsoft Windows 10 Pro x64	2016-10-15	2020-01-14	2021-10-15	\$1500	3.3
GSWDD92	CreativeDesigns\gail.carmichael	Ocean View Store	Dell	OptiPlex 3040	GSWDD92	Microsoft Windows 10 Pro x64	2016-10-15	2019-10-28	2021-10-15	\$800	3.3
GVC4PD2	AzureAD\LizBolen	Ocean View Store	Dell	OptiPlex 3040	GVC4PD2	Microsoft Windows 10 Pro x64	2016-10-15	2019-10-28	2021-10-15	\$1500	3.3
DESKTOP-OL292AC	DESKTOP-OL292AC\Warehouse PC	Warehouse	Dell	Inspiron 15-3567	8X5F4L2	Microsoft Windows 10 Home x64	2018-03-05	2019-06-04	2023-03-05	\$1500	1.9
DESKTOP-R16LDHS	CreativeDesigns\joann.carletti	Ocean View Store	Dell	OptiPlex 7050	D0QVXM2	Microsoft Windows 10 x64	2018-03-06	2021-04-10	2023-03-06	\$1500	1.9
DESKTOP-I1O1P4F	CreativeDesigns\alexa.stern	Ocean View Store	Dell	OptiPlex 7050	CZQVXM2	Microsoft Windows 10 Pro x64	2018-03-06	2021-04-10	2023-03-06	\$1500	1.9
DESKTOP-48TTR4S	CreativeDesigns\stacy.hagy	Ocean View Store	Dell	OptiPlex 7050	D0SVXM2	Microsoft Windows 10 x64	2018-03-06	2021-04-12	2023-03-06	\$1500	1.9
JCFHCP2	AzureAD\POSLEWES	Lewes Store	Dell	OptiPlex 3060	JCFHCP2	Microsoft Windows 10 Pro x64	2018-06-03	2021-07-06	2023-06-03	\$1500	1.7
72TDJV2	AzureAD\POSSystem	Ocean View Store	Dell	OptiPlex 3060	72TDJV2	Microsoft Windows 10 Pro x64	2019-03-25	2022-06-22	2024-03-25	\$1500	0.9
75RGJV2	AzureAD\CarolynBailey	Ocean View Store	Dell	OptiPlex 3060	75RGJV2	Microsoft Windows 10 Pro x64	2019-03-25	2022-06-22	2024-03-25	\$1500	0.9
75MCJV2	AzureAD\JackAugust	Lewes Store	Dell	OptiPlex 3060	75MCJV2	Microsoft Windows 10 Pro x64	2019-03-25	2022-06-22	2024-03-25	\$1500	0.9
72N9JV2	AzureAD\TKNovikoff	Lewes Store	Dell	OptiPlex 3060	72N9JV2	Microsoft Windows 10 Pro x64	2019-03-25	2022-06-22	2024-03-25	\$1500	0.9
72RFJV2	AzureAD\PattyClark	Ocean View Store	Dell	OptiPlex 3060	72RFJV2	Microsoft Windows 10 Pro x64	2019-03-25	2022-06-22	2024-03-25	\$1500	0.9
72WCJV2	AzureAD\RobinWall	Lewes Store	Dell	OptiPlex 3060	72WCJV2	Microsoft Windows 10 Pro x64	2019-03-25	2022-06-22	2024-03-25	\$1500	0.9
75TCJV2	AzureAD\JustinCarmichael	Lewes Store	Dell	OptiPlex 3060	75TCJV2	Microsoft Windows 10 Pro x64	2019-03-25	2022-06-22	2024-03-25	\$1500	0.9
75LBJV2	AzureAD\BarcodeMachine	Ocean View Store	Dell	OptiPlex 3060	75LBJV2	Microsoft Windows 10 Pro x64	2019-03-25	2022-06-22	2024-03-25	\$1500	0.9

Dover, Apr 27, 2020 ([IssueWire.com](https://www.issuewire.com)) - Lifecycle Insights, a QBR reporting and assessment tool for managed service providers has taken an innovative (and colorful) approach to asset management and assessment analysis. Managed service providers (MSPs) frequently provide more than just IT support for their clients. They become strategic partners and work hand-in-hand with client leadership as their vCIO.

They are responsible for protecting their clients bottom line by way of technology. It would be a rare industry that could be successful without stable technology. The vCIO helps their clients with a strategy around IT needs, keeping a close eye on asset lifecycle management and performing risk assessments to identify potential exposures.

“The notion of a vCIO is not new to the IT channel,” says Alex Farling, co-founder of Lifecycle Insights and MSP owner. “But the struggle in the industry has been having quick, accurate asset information to share in an easily digestible format for clients whose industry is not IT.”

Alex teamed up with executives from both the world of software development and customer success to solve this problem. After rounds of product interviews with MSPs and beta tests, it became clear to the leadership of Lifecycle Insights that while MSPs had the technical skills to pull spreadsheets and reports to aggregate from multiple systems, they spent hours on that task for each client for each business review cycle. And they were still concerned about the data quality and formatting the data into executive-friendly reports.

That is where the color comes in. Step 1 was to take the manual process of data collection and aggregation and automate it. The developers built integrations to pull data directly from PSAs, such as ConnectWise Manage and ITGlue. Doing this confirmed the MSPs' fears that there was missing data. For step 2, Lifecycle Insights added warranty look-ups which filled in many of the gaps. But most importantly, Farling emphasized was Step 3. "The team built a data quality report in living color to show which clients were ready for a QBR (quarterly business review). It was a game-changer."

That wasn't the only colorful addition. The asset lifecycle report uses stoplight coloring to define when assets or their warranties were nearing or at the end of life. This data and the colors then fed through to the budget forecast.

William Pote, from eTop Technology, says, "Lifecycle Insights is a tremendous sales tool. I show clients the red on the report and explain that for healthy and stable technology we need to get the red out. That notion of red, yellow, and green makes it super simple for my clients to take action."

Hear eTop's story of the first QBR [here](#).

With colorful dashboard tiles and reports around data quality and asset lifecycle management, the other piece of the puzzle was to color reporting around risk assessments and stack alignment. "It really paints the full picture," Farling concludes. "MSPs have the insights they need to partner with their clients. And the speed at which they get those insights allows for more clients to benefit. We have seen an impact not just in sales but customer success as well."

Customer success tracking is an often overlooked data point. After a recent call with other MSPs, the Lifecycle Insights team built a customer health tracker assessment in the platform. "The next day we showed it to a group of MSPs and had our largest number of sign-ups in a single day." The flexibility of the assessment tool allowed MSPs to identify more qualitative measures around customer health. The stoplight coloring of customer health allows managed service providers to segment customers into those "red" at-risk at one end of the spectrum and those "green" on solid ground. This provides actionable data to increase check-ins to strengthen support of their neediest clients and follow-up for references at the other end.

Managed service providers are no stranger to data and complex reports. The problem is often found in trying to translate that data into action and information that is consumable by their clients. Lifecycle Insights took a step outside the box, the crayon box, to provide a solution.



# Assets	SQL	Warranty	Make/Mod	Model Yr	Serial Yr	Overall	Assessment	Current Status	Recommended Action	Recommended Action	Recommended Action
36	88	100	100	100	100	94	038 "This customer is located in a high-risk building" (Location and other customer data is missing)	High Risk	Assess Risk	High Risk	High Risk
228	90	89	96	95	92	91	039 "This customer is a high-risk customer" (Location and other customer data is missing)	High Risk	Assess Risk	High Risk	High Risk
229	84	86	97	100	94	88	040 "This customer is a high-risk customer" (Location and other customer data is missing)	High Risk	Assess Risk	High Risk	High Risk
70	89	71	100	94	94	76	041 "This customer is a high-risk customer" (Location and other customer data is missing)	High Risk	Assess Risk	High Risk	High Risk
64	75	38	73	77	75	69	042 "This customer is a high-risk customer" (Location and other customer data is missing)	High Risk	Assess Risk	High Risk	High Risk
41	66	66	68	71	73	67	043 "This customer is a high-risk customer" (Location and other customer data is missing)	High Risk	Assess Risk	High Risk	High Risk

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