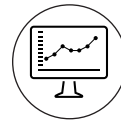Masterson is differentiated from competition with deeper insights via custom customer dashboards

45 percent reduction in mean time to detect and to resolve dynamic cloud incidents

35 percent improvement in monitoring costs over other tools piloted

Masterson used VMware Tanzu Observability in a pilot project to monitor key apps and wireless systems within airport facilities

Masterson Technology Limited

How a Cloud MSP wins with VMware Tanzu Observability™

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 being fully realized.

This evolution of MSPs is a growing global trend. There are two distinct subtrends: First is around traditional hosting providers transforming into fully-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; but 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. By adopting this value-added managed service approach, Cloud MSPs can offer a higher level of service and ensure that they can tailor the offerings based on the end user's requirements.

Masterson grows from a Unix solution provider to Cloud MSP

Masterson is 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

INDUSTRY
Cloud MSP

HEADQUARTERS
Hong Kong

LEARN MORE
Learn more about VMware Tanzu Observability at
https://tanzu.vmware.com/observability.

FOR MORE INFORMATION OR TO PURCHASE VMWARE PRODUCTS
Call 877-4-VMWARE (outside North America, +1-650-427-5000) or visit vmware.com/products.

vmware®

advanced skills have gained the recognition from top U.S. vendors such as VMware, AWS and Dell, each granting it with the title of highest professional consulting Partner. With the growth of its project consulting scope and multivendor integration capabilities, Masterson had been assisting enterprises through their cloud and virtualization journeys.

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 the 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. As explained by Masterson's CEO and co-founder, Calvin Lam, there are three reasons behind this:

1. Differentiate from commodization. "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 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 the foundation to a 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 great opportunity to add more value with more advanced services for our customers."

Platform starts and stops: Masterson's monitoring solution

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, they 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 also fell behind as Masterson's cloud proactively grew. Its specific

weaknesses were a lack of advanced analytics, customization flexibility, and scale constraints in both performance and economics. Finally, Masterson heard about Tanzu Observability, the at-scale, cloud monitoring and analytics platform for the cloud-first era.
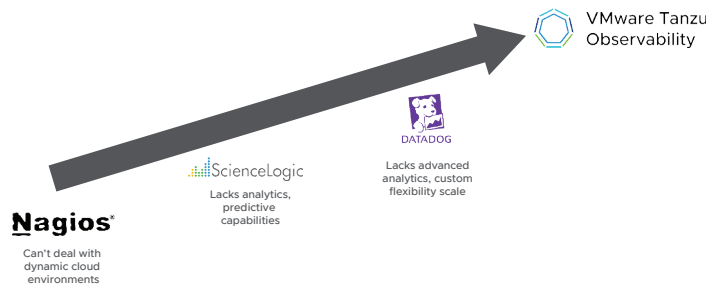

Figure 1: Masterson's evolution to the ideal cloud monitoring and analytics platform.

"[Tanzu Observability] monitors our customers' cloud, on-premises and hybrid infrastructures in one place, better than any other tool we've used. [Tanzu Observability] 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

Why Masterson went for a leading cloud MSP

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

Combined with these analytics, Masterson also found Tanzu Observability's dashboards to be more powerful in what could be presented and more flexible to personalize for each end customer. The analytics only accelerated dashboard creation, but also accelerated 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 to implement Tanzu Observability into Masterson's practice. The migration from Datadog to Tanzu Observability was fast and straightforward–it was easy to funnel metrics to Tanzu Observability in dual-mode, and then turn off Datadog when ready. Tanzu Observability also provides tools to facilitate the recreation of dashboards from Datadog to Tanzu Observability. As well, Tanzu Observability's breadth of data ingestion options impressed Masterson's engineers, along with the more than 200 out-of-the-box integrations, making it faster to show value to end customers.

Tanzu Observability 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. Tanzu Observability 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, Tanzu Observability's pricing model is based purely on data consumption (rather than hosting) and provides full transparency to understand end customers' exact demand needs as requirements increase. In this way, Tanzu Observability is easier and simpler to price for Masterson's end customers, - something that Masterson struggled to understand with Datadog's opaque pricing model. Tanzu Observability 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 percent in using Tanzu Observability over Datadog.

Examples of how Masterson wins with Tanzu Observability

In addition to managing existing customers, Masterson is now using Tanzu Observability 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 Tanzu Observability's data ingestion options. But from an insights perspective, it's mostly about Masterson's ability to present great dashboards to their end customers and prospects by using using Tanzu Observability'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 examples where Masterson won soon after moving to Tanzu Observability:

• Mobile Operator: Masterson quickly created a customized dashboard with analytics on the 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. Tanzu Observability 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 with the customer.

• Airport Authority: Masterson used Tanzu Observability 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 Tanzu Observability, Masterson engineers quickly found problems that lead to performance improvements of the airport's Wi-Fi service and cloud-connected IoT applications, 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 that they ultimately chose them to manage their cloud services.

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

For the future, Masterson's business roadmap with Tanzu Observability covers three stages. In the short term, they are forming a Dashboard SWAT team to accelerate the replication of early success using Tanzu Observability dashboards to win over new customers, new verticals and 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 Tanzu Observability and other platforms.

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