



ManageEngine   
**ServiceDesk Plus MSP**

# ManageEngine

A division of Zoho Corporation, a bootstrapped,  
private, and profitable company



**18+ years** of  
IT management  
solutions expertise



**180,000+**  
customers



**2,500+**  
employees



**90+ products &**  
free tools for IT  
management



**190+**  
countries



# Common challenges faced by managed service providers (MSPs)



Inaccurate time tracking and billing



Improper tracking and servicing of account tickets



Process automation gaps



Violations of service-level agreements (SLAs) and contracts



Suboptimal account (customer) experience




Lack of insights into help desk operations

# The result

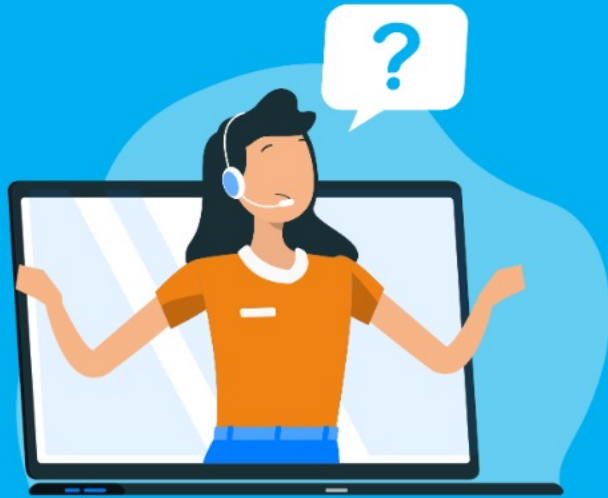
Substandard service delivery  
experience for both *accounts* and *agents*,  
*resulting in loss of business.*





Some facts about  
**ServiceDesk Plus  
MSP**

- **ServiceDesk Plus MSP** is web based, ITIL-ready help desk software that helps MSPs centrally manage all accounts with automated billing and service contracts
- In the market **since 2009** and available in **36 languages**
- ServiceDesk Plus MSP can handle over **750 technicians**, over a million contacts, and **1,000 tickets/day** through a single instance
- Used across multiple industries such as hospitality, health care, computer hardware, government organizations, NGOs, and many more



# Why ServiceDesk Plus MSP?



*Best practices* out of the box for optimal utilization of resources and reduction in delivery costs.



*Scalable* to handle organizations of all sizes as individual customers



*Highly customizable* right from account-specific user interfaces.  
No coding skills required



*Easy learning curve* for IT staff and end users. Low time to market. Better customer satisfaction.



*Ability to automate* repetitive tasks to reduce delivery efforts and costs



Tight, *contextual integration* with other IT management and business apps, including for billing and invoicing

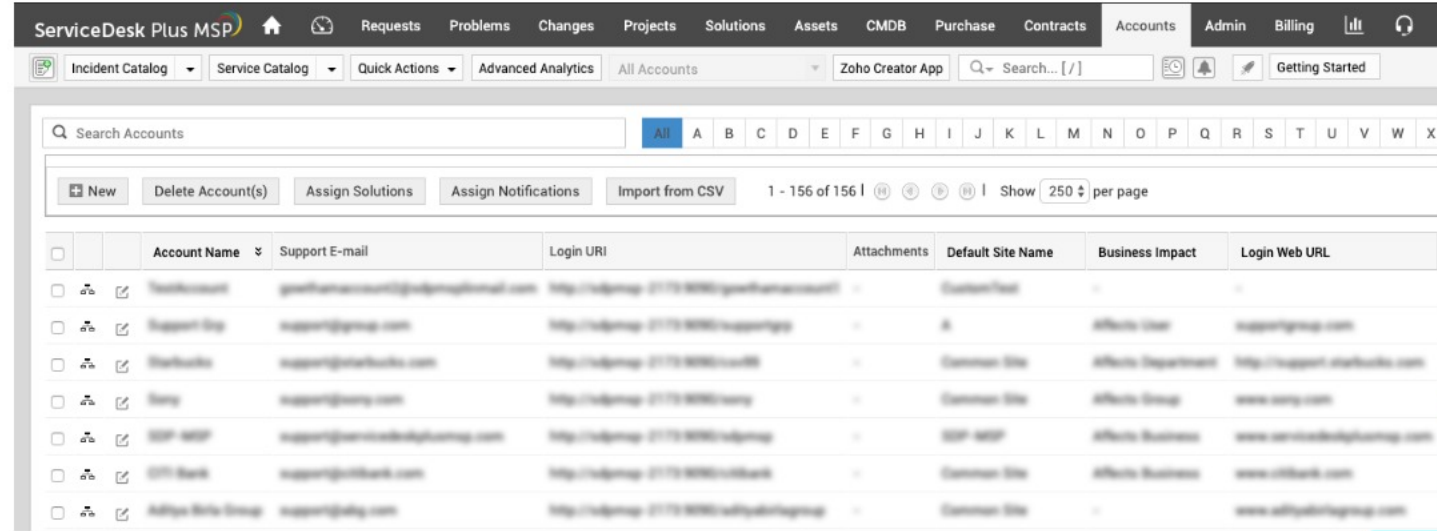




The eight ways ServiceDesk Plus MSP  
**helps you deliver  
exceptional services  
profitably**

1

Smartly manage IT service delivery for multiple organizations with account management

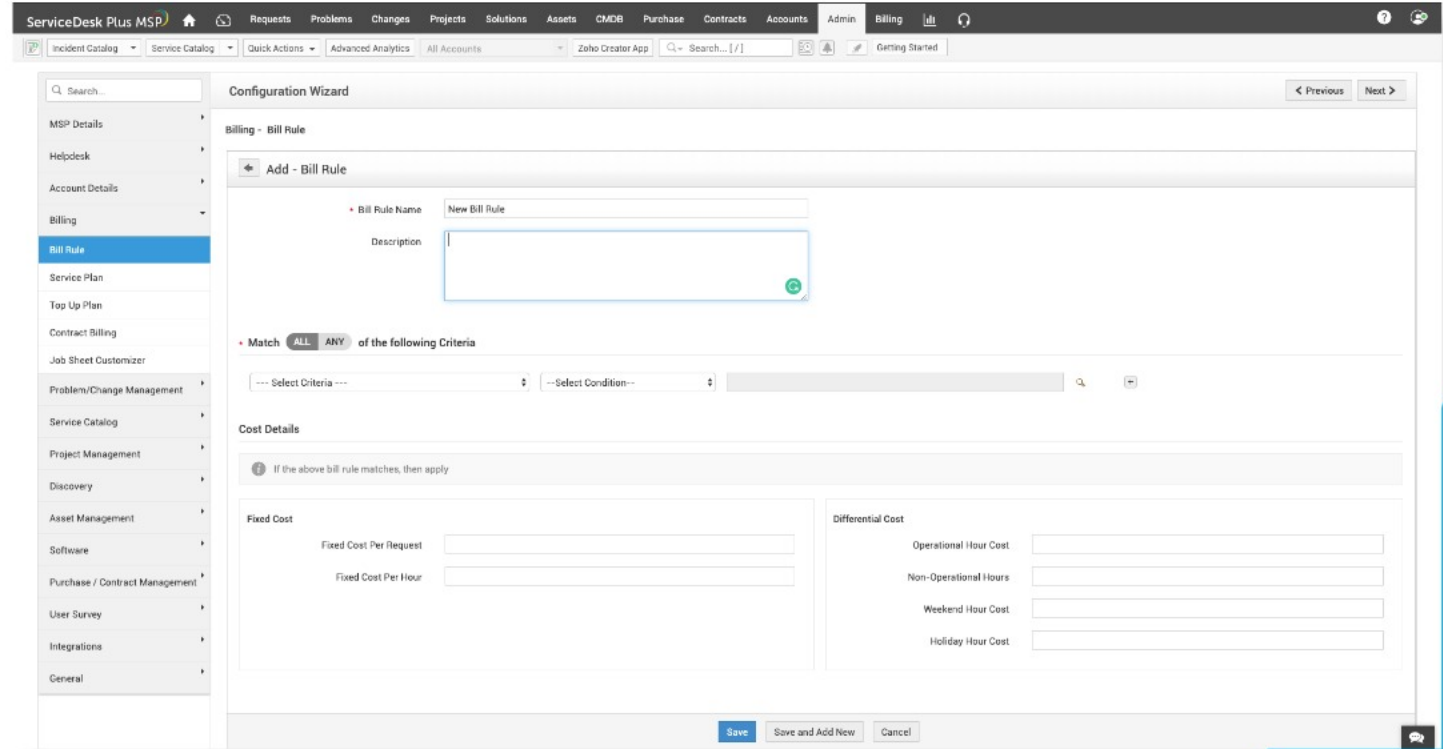


The screenshot shows the 'Accounts' page in ServiceDesk Plus MSP. The page has a navigation bar with various modules like Requests, Problems, Changes, Projects, Solutions, Assets, CMDB, Purchase, Contracts, Accounts, Admin, Billing, and a search bar. Below the navigation bar, there are tabs for Incident Catalog, Service Catalog, Quick Actions, and Advanced Analytics. The main content area features a search bar for accounts, a list of actions (New, Delete Account(s), Assign Solutions, Assign Notifications, Import from CSV), and a table of accounts. The table has columns for Account Name, Support E-mail, Login URI, Attachments, Default Site Name, Business Impact, and Login Web URL. The table lists several accounts, including TestAccount, Support Group, TestBank, Test, SDF MSP, CFI Bank, and AllPay Bank Group.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Account Name	Support E-mail	Login URI	Attachments	Default Site Name	Business Impact	Login Web URL
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	TestAccount	testaccount@sdpmasp.com	http://sdpmasp-2173-8980/testaccount/	-	Custom Test	-	-
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Support Group	support@sdpmasp.com	http://sdpmasp-2173-8980/supportgrp	-	Common Site	Affected User	support@sdpmasp.com
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	TestBank	support@sdpmasp.com	http://sdpmasp-2173-8980/test	-	Common Site	Affected Department	http://support-testbank.com
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Test	support@sdpmasp.com	http://sdpmasp-2173-8980/test	-	Common Site	Affected Group	www.test.com
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	SDF MSP	support@sdpmasp.com	http://sdpmasp-2173-8980/sdpmasp	-	SDF MSP	Affected Business	www.sdpmasp.com
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	CFI Bank	support@sdpmasp.com	http://sdpmasp-2173-8980/cfiBank	-	Common Site	Affected Business	www.cfiBank.com
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	AllPay Bank Group	support@sdpmasp.com	http://sdpmasp-2173-8980/allpaybankgrp	-	Common Site	-	www.allpaybankgrp.com

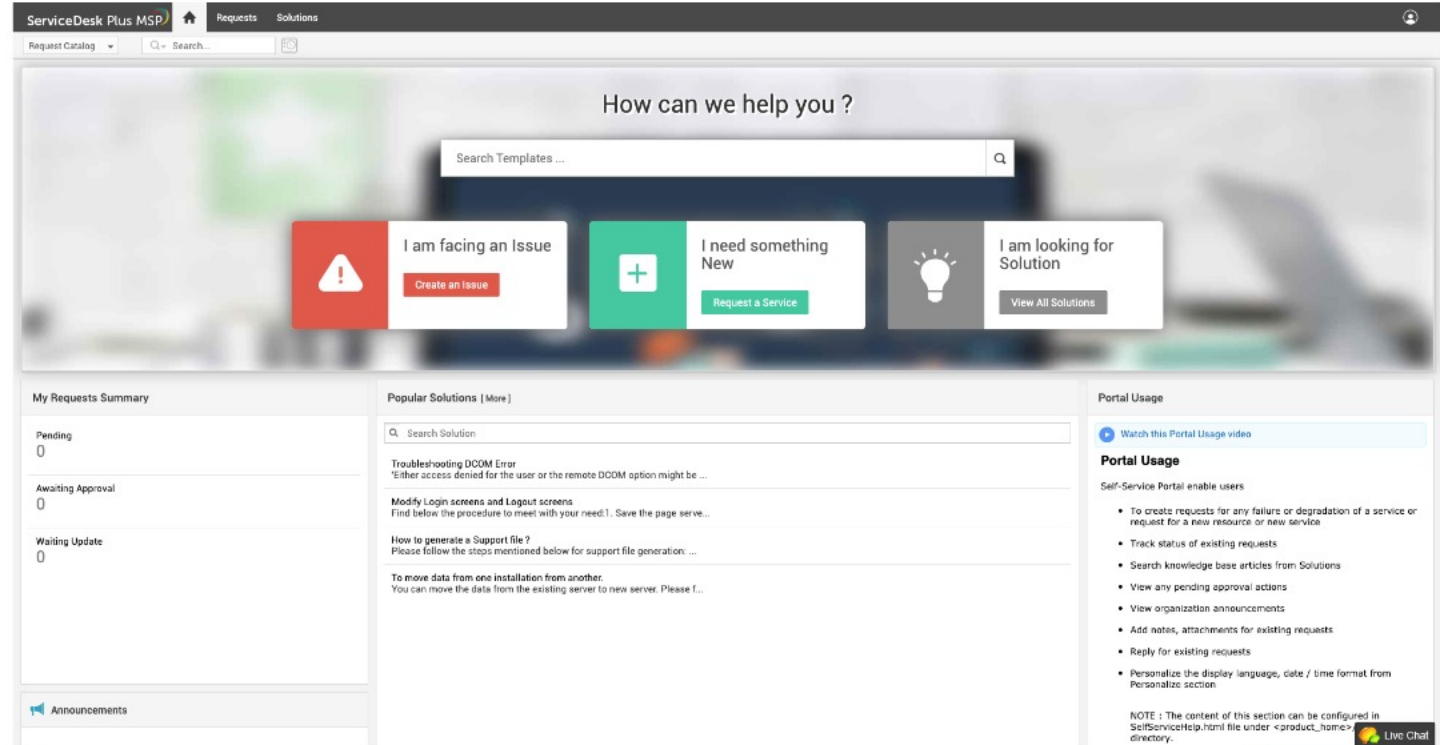
2

Say goodbye to cumbersome billing processes with automated billing



3

Personalize the look & feel unique to each account with rebranding & a highly customizable self-service portal



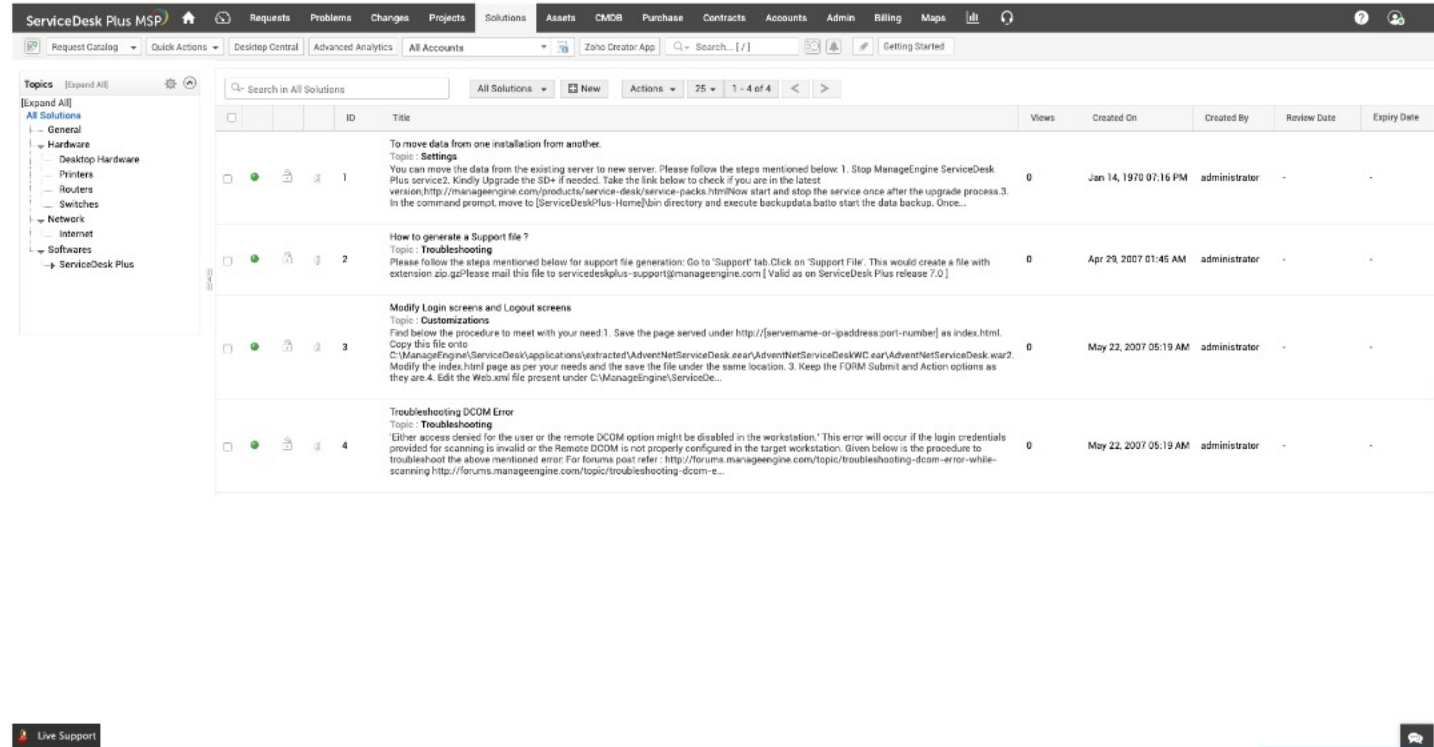
4

Customize plan type, bill cycle, allowance and usage for each customer with unique service plans

The screenshot shows a web-based configuration wizard for 'Contract Billing'. The interface includes a left-hand navigation menu with categories like 'MSP Details', 'Billing', and 'Contract Billing'. The main content area is titled 'Configuration Wizard' and 'Billing - Contract Billing for Aditya Birla Group'. It features an 'INFO' banner, a 'Contract Details' section with fields for Service Plan, Contract Number, Contract Name, Description, Start Date, and Expiry Date. Below this is the 'Contract Expiry Notification Details' section with three rows for 'Notify before', 'Notify after', and 'Send notification after', each with a numeric input, a unit (Days or %), and a user selection field. The 'Contract Attachment Details' section has an 'Attachments' field with an 'Attach file' button. At the bottom, there are 'Save' and 'Cancel' buttons.

5

Improve resolution times and promote end-user self service by leveraging the account-specific knowledge base



6

Set high standards for customer service with criteria-based proactive and reactive escalations

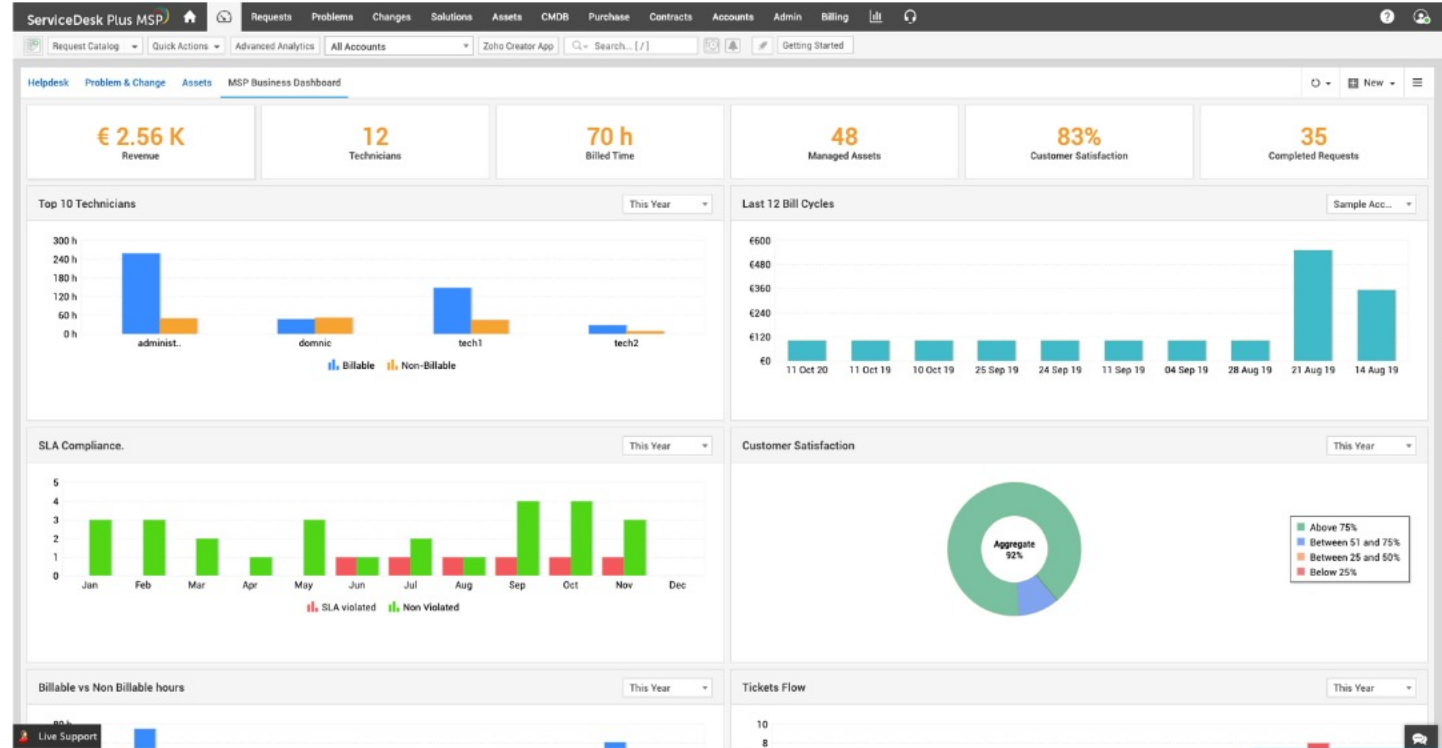
The screenshot shows the 'Add SLA' configuration page. On the left is a sidebar menu with items like Helpdesk, Account Details, Regions, Sites, Operational hours, Holidays, Departments, Organization Roles, Business Rules, Service Level Agreements (highlighted), Notification Rules, Preventive Maintenance Tasks, Active Directory, LDAP, Requesters, User Groups, Account - Additional Fields, Billing, Problem/Change Management, Service Catalog, Project Management, Discovery, Asset Management, Software, Purchase / Contract Management, User Survey, Integrations, and Live Support. The main content area is titled 'Add SLA' and contains the following sections:

- SLA details:** Includes fields for 'SLA Name', 'Site' (set to 'Default Settings'), and a 'Description' text area.
- When a new request arrives:** A section for defining criteria with a 'Match ALL of the following (AND)' / 'Match ANY of the following (OR)' selector.
- Match the below criteria:** A table with columns for 'Criteria' and 'Rule'. Below it is a 'Select Criteria' dropdown and a 'Choose' button.
- Any request matching the above rules should be responded within:** A time selector for response time (0 Days, 0 Hours, 0 Minutes).
- Any request matching the above rules should be resolved within:** A time selector for resolution time (0 Days, 0 Hours, 0 Minutes).
- Should be resolved/responded irrespective of operational hours, holidays, and weekends:** Three checkboxes for 'Operational Hours per Day for this site: 9 Hrs 0 Mins', 'Holidays', and 'Weekends'.
- If response time is elapsed then escalate:** An 'Enable Level 1 Escalation' checkbox, an 'Escalate to' dropdown, and an 'Escalate After' radio button with a time selector (00 Days, 0 Hours, 0 Minutes).
- Actions:** A section for defining actions.
- If resolution time is elapsed then escalate:** Four checkboxes for 'Enable Level 1 Escalation', 'Enable Level 2 Escalation', 'Enable Level 3 Escalation', and 'Enable Level 4 Escalation'.

At the bottom of the form are 'Save', 'Save and Add New', and 'Cancel' buttons.

7

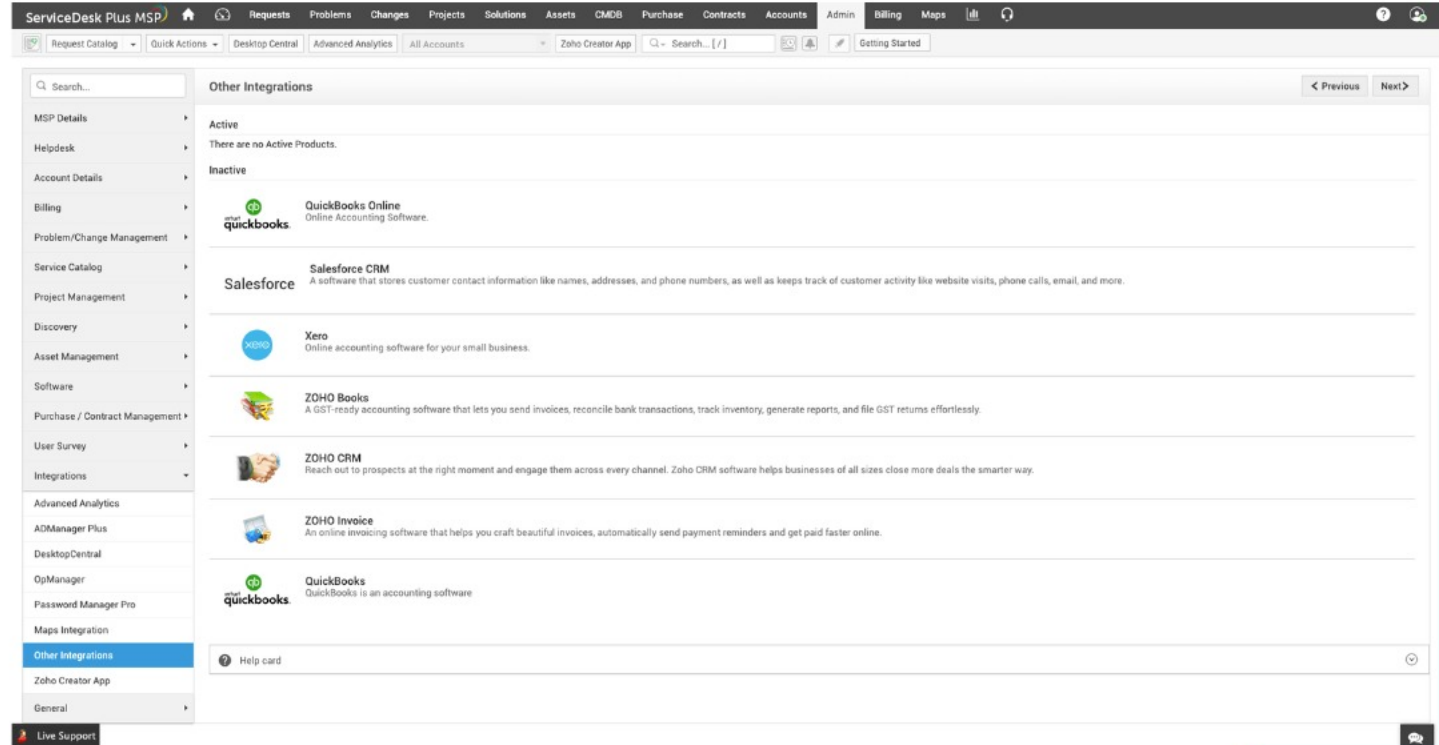
Track real-time KPIs and help desk stats with advanced reporting and customizable dashboards





8

Strengthen service delivery processes with out-of-the-box integrations with IT management and business applications






## Top capabilities

- Account management
- Billing and contracts management
- Rebranding individual accounts
- Incident and problem management
- Change management
- IT asset management
- Configuration management database (CMDB)
- Purchase management
- Project management
- Service requests and request fulfillment
- Knowledge management
- Request life cycle management
- Reporting, automation, and SLA management
- Integration with IT management apps


# Editions



**Standard**  
IT help desk software

- Help desk
- Account and contacts management
- Billing management
- Self-service portal
- Help desk reports
- SLA Management
- Survey


The perfect starter kit for MSPs



**Professional**  
Help desk + asset management

- Help desk
- Account and contacts management
- Billing and contracts management
- Self-service portal
- Asset Management
- Purchase and contracts management
- Reports and dashboards

The right package for MSPs with integrated IT asset management needs



**Enterprise**  
Help desk + ITIL® + asset + project

- Help desk
- Account and contacts management
- Billing and contracts management
- Self-service portal
- Problem management
- Change management
- IT project management
- Service catalog
- CMDB
- Dashboards

Advanced MSP kit with all the ITSM processes a service desk needs

## Supported databases, browsers, & OSs



Windows Server 2012-2022  
RHEL 8 and above  
Ubuntu 14.0 and above



MSSQL 2016, 2017, 2019,  
and 2022  
PostgreSQL (bundled in  
application)



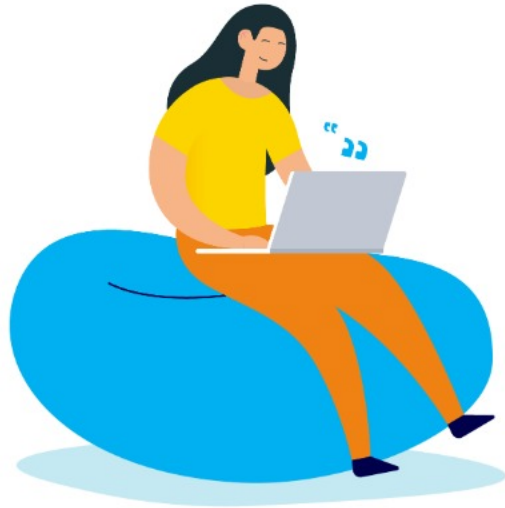
IE Edge  
Firefox  
Google Chrome

# Customers



## Sample customer implementations

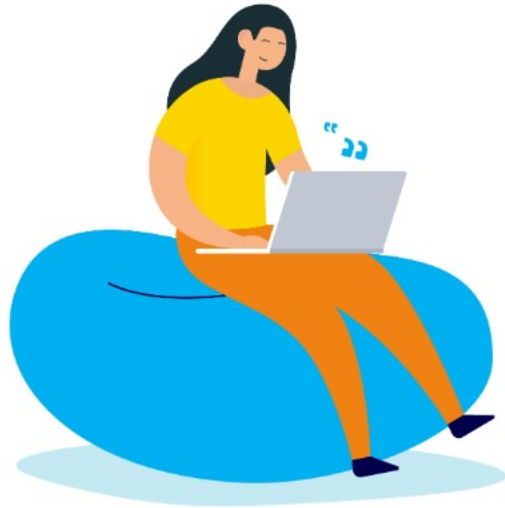
Customer	Tech count	Accounts managed	Nodes managed	Tickets managed
wanstor	186	~200	7,560	500,000
ingenico GROUP	150	200	3,000	930,000
amicus its	55	150	10,000	600,000



# “Customer reviews

ManageEngine allows our customers to be kept up-to-date on a three-tier level (telephone, web and email), provides excellent SLA options [based] on customers' [needs], allows our technical staff to be kept updated instantly on all requests, and most of all, provides easy-to-use reports that can be scheduled, giving me the time to concentrate on other business requirements

Jason Roberts | Technical manager | TCNS - IT and Networks Support Provider



# “Customer reviews

ManageEngine ServiceDesk Plus MSP helps us manage our accounts' requirements day in and day out, 24x7, in ways that all other help desk software failed to achieve— and all that without having to spend SIX figures!

Stephen Rowney | Managing director | Infinet Network Solutions Pty. Ltd.



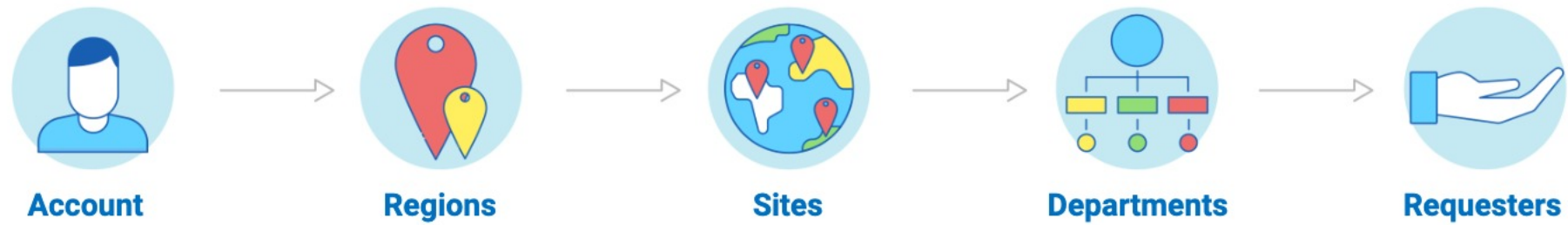


How  
**ServiceDesk Plus MSP**  
helps you deploy best practice for  
support operations



# Account Management

## Account management structure



## Best practice account management with ServiceDesk Plus MSP



### Provide personalized services

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Self-service portal | Unique login Support emails



### Quickly resolve incidents by gaining control over user workstations

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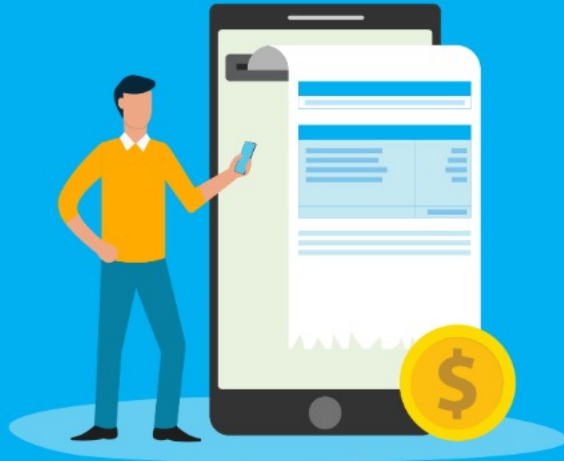
Remote monitoring



### Boost the service desk team's productivity with process automations

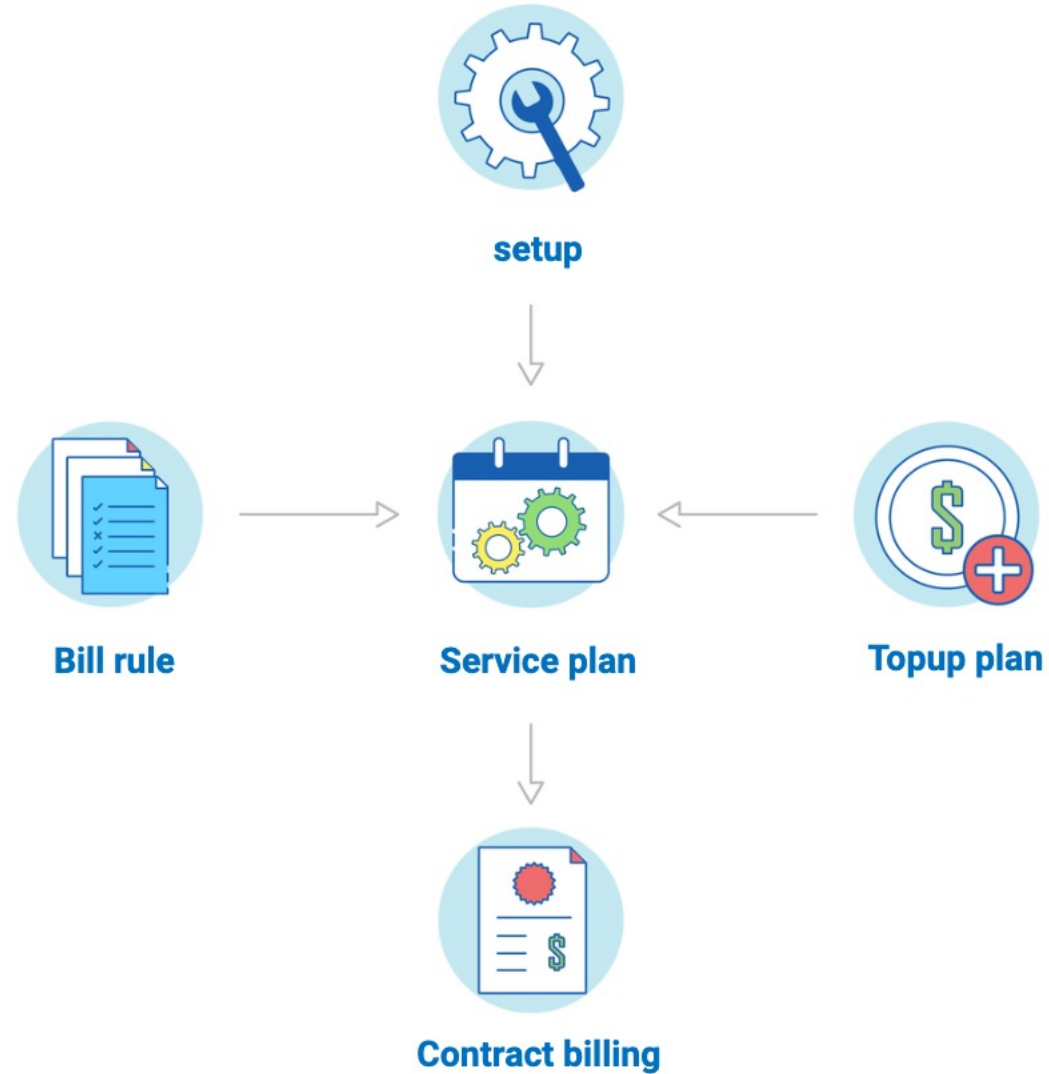
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Business rules | SLAs



# Billing & contracts Management

# Billing workflow



## Best practice billing with ServiceDesk Plus MSP



**Flexibly bill different accounts based on the services delivered**

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Bill rules



**Build personalized service plans for your accounts**

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Create pre-paid and post-paid service plans  
Bill cycles/period  
Base charges



**Provide hassle-free, accurate billing**

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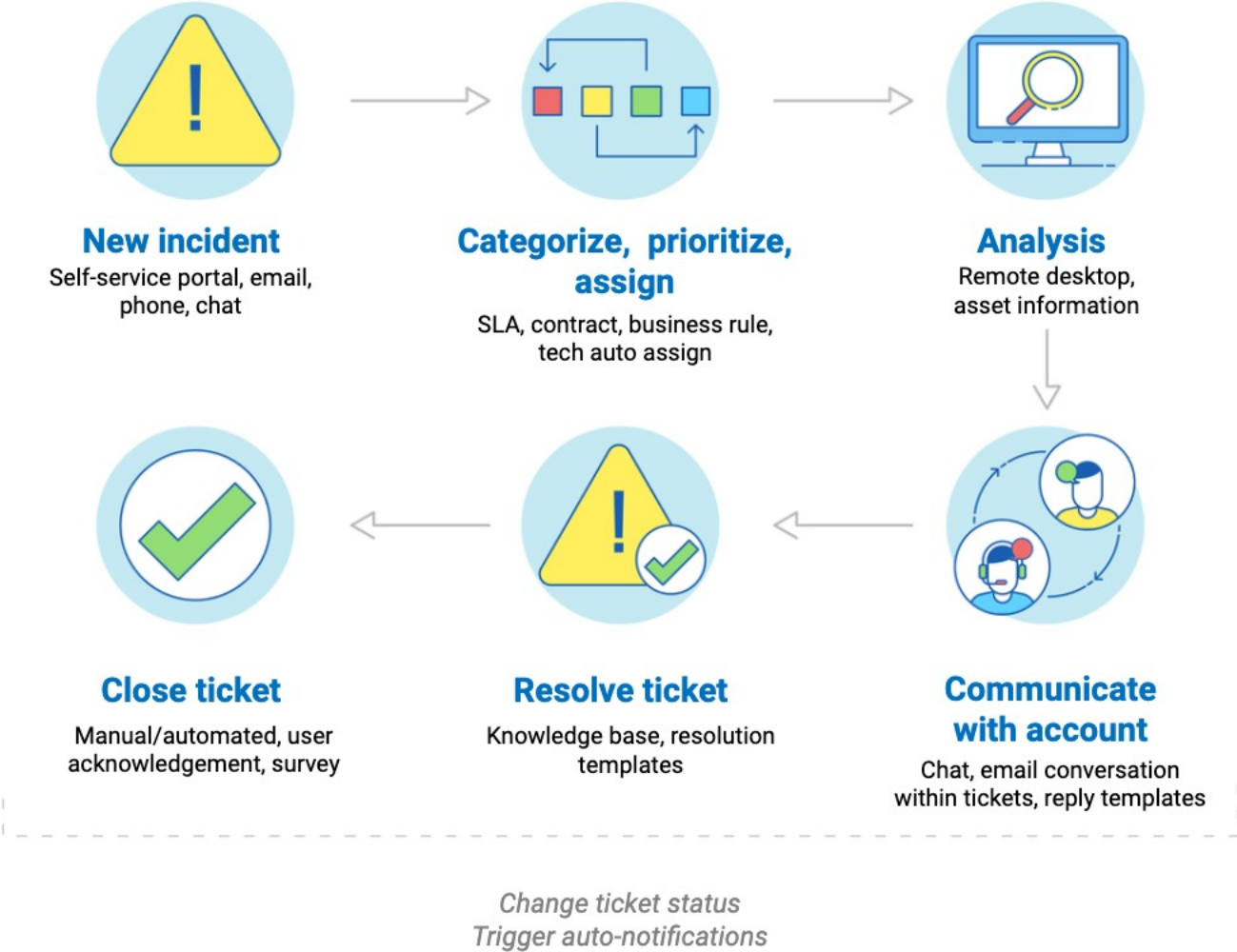
Contract billing  
Worklogs  
Timesheets



# Incident Management



# Incident management workflow

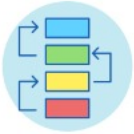


# Best practice incident management with ServiceDesk Plus MSP



## Multiple channels for reporting incidents

email | phone | self-service portal | chat | integrated business apps



## Perform hands-free categorization, prioritization, and assignment

Business rules | Technician auto-assign | Priority matrix



## Collect comprehensive information on the issue during ticket logging

Customizable incident templates



## Move to a shift-left model for L1 tickets

Self-service portal  
Solution auto-suggest

# Best practice incident management with ServiceDesk Plus MSP



## Minimize resolution times

Request life cycle | Integrated knowledge base | Resolution templates | Request sharing and collaboration



## Track and manage SLAs

Response and resolution SLAs  
SLA escalations, and actions  
Bill rules



## Ensure prompt and relevant communication on ticket progress

Notification rules | Canned responses | Notes



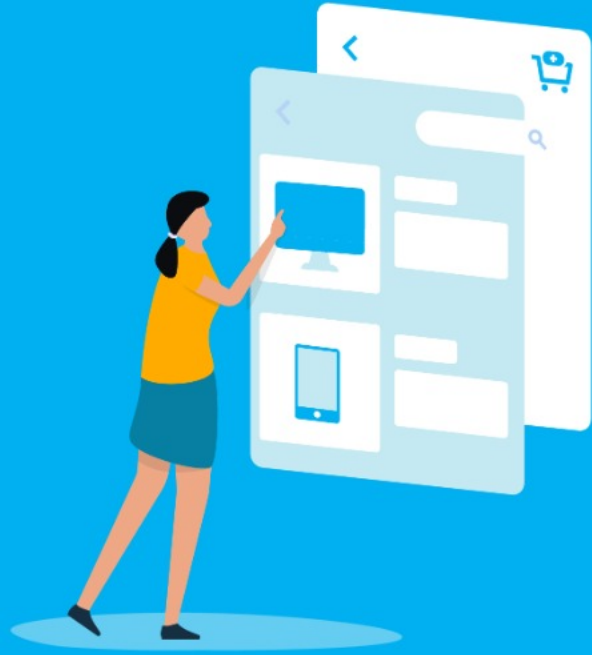
## Reduce reopen rates and incident backlogs

Automated ticket closure | Incident KPIs | Custom reports  
Advanced analytics



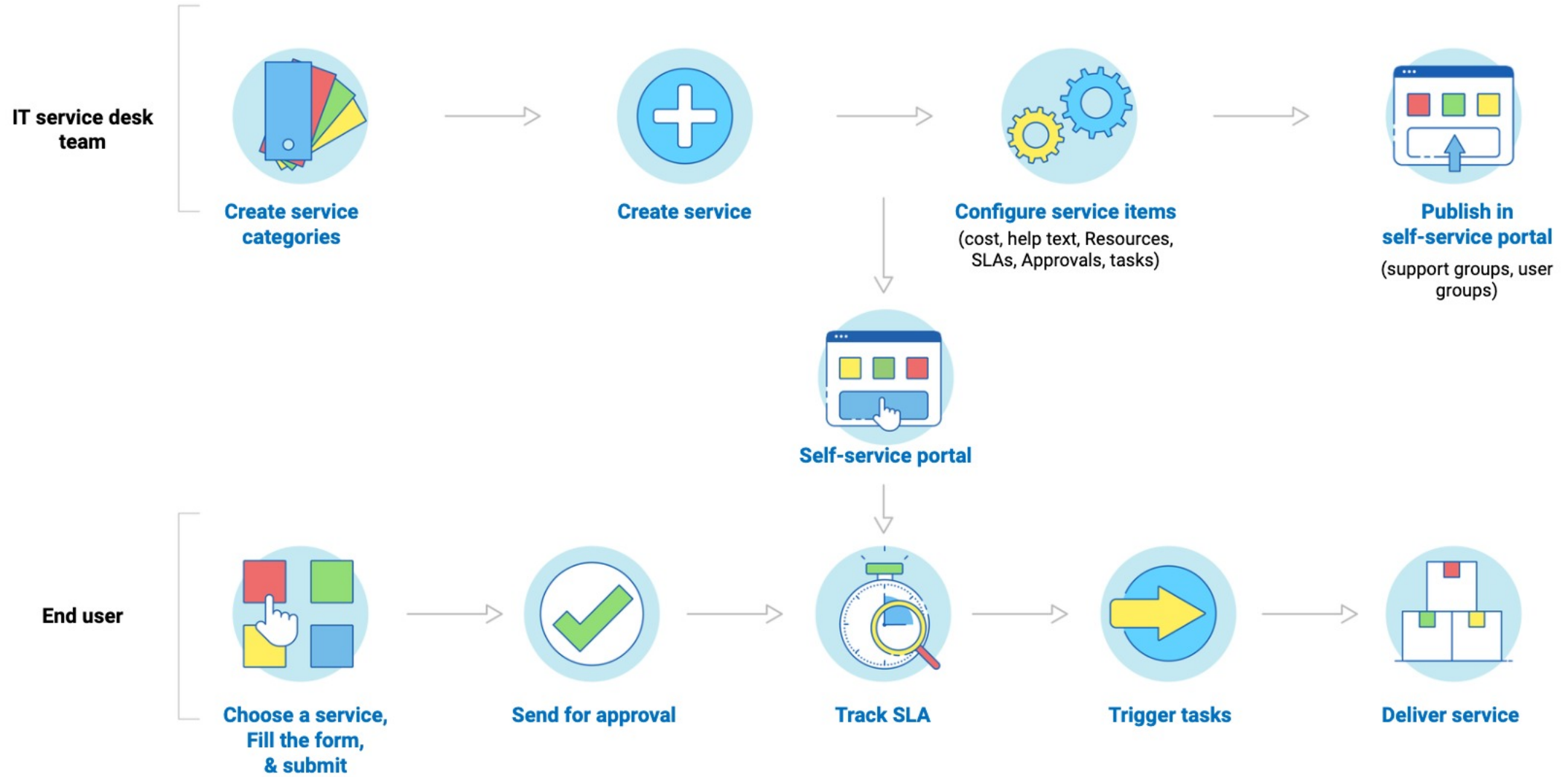
## Maximize end-user satisfaction levels

User surveys



# Service request Management

# Service request management workflow



# Best practice service request management with ServiceDesk Plus MSP



## Showcase the wide range of IT services offered and improve IT visibility

Service categories | Service templates | Resources



## Present the right services to the right users

Role-based user access  
User groups | Service Plans  
Contracts



## Involve the right stakeholders

Technician groups | User groups  
Organization roles | Service request approvers



## Increase the efficiency of service delivery

Business rules | Request life cycle | Tasks | SLAs | Task dependencies

# Best practice service request management with ServiceDesk Plus MSP



## Define authorization, escalation, and notification policies

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5-stage approval process  
SLAs | Notification rules



## Set the right service level expectations for end users and technicians

---

Response and resolution SLAs |  
SLA escalation notifications,  
and actions



## Track service delivery costs

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Service costs |  
Resource costs



# Knowledge Management



# Knowledge management workflow



## Create new KB articles

Text, Images, Attachments



## Organise under topics

Keywords for better visibility



## Submit for approval



## Publish in self-service portal

Restrict to support reps or Publish to customers | Allow ratings/comment by customers

# Best practice knowledge management with ServiceDesk Plus MSP



## Structure and organize the knowledge base

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Account based segregation |  
Rich text editor | Topics |  
Keyword search



## Maintain authorship and version information

---

Solution owner | History



## Keep a review and approval process in place

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Solution review and approvals |  
Solution expiration



## Define access privileges on knowledge artifacts

---

Technician roles |  
User groups

# Best practice knowledge management with ServiceDesk Plus MSP



## Preserve knowledge from incidents and problems

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Convert resolutions into knowledge base articles



## During ticket creation, provide end users with contextual suggestions from the knowledge base

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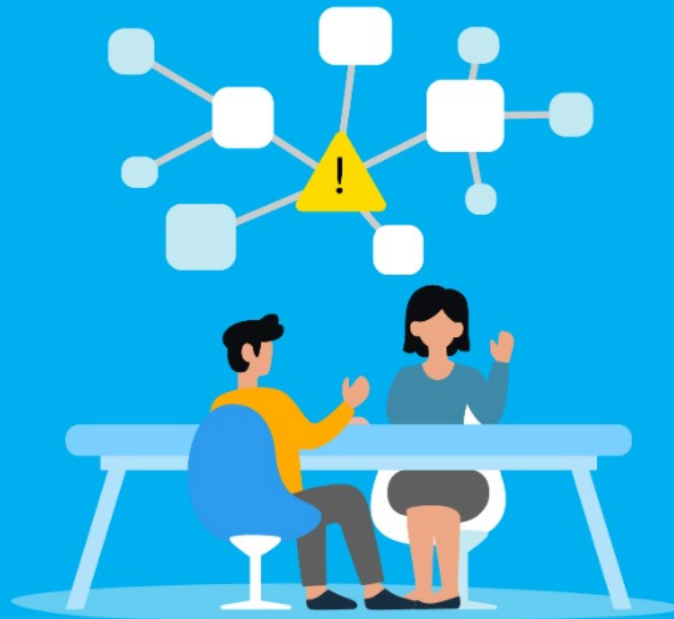
Solution auto-suggest | Self-service portal



## Track usage and efficiency metrics

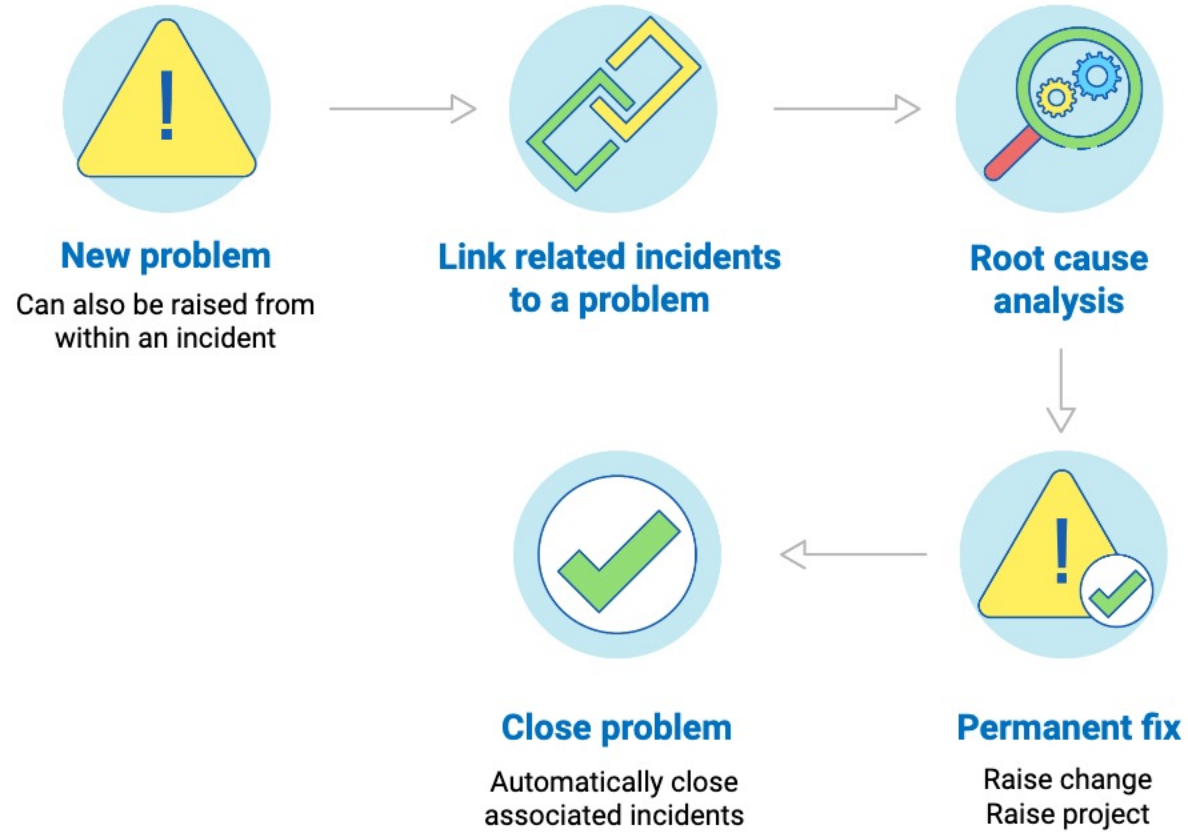
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Requests resolved by a specific solution



# Problem Management

# Problem management workflow



# Best practice problem management with ServiceDesk Plus MSP



## Identify incidents that require a root cause investigation

Create a problem ticket from an incident | Problem logging



## Precisely define each major problem and quantify the business impact

Services affected | Add assets involved in templates



## Standardize the format for defining problems

Problem templates



## Identify the problem owner

Problem roles | Technician



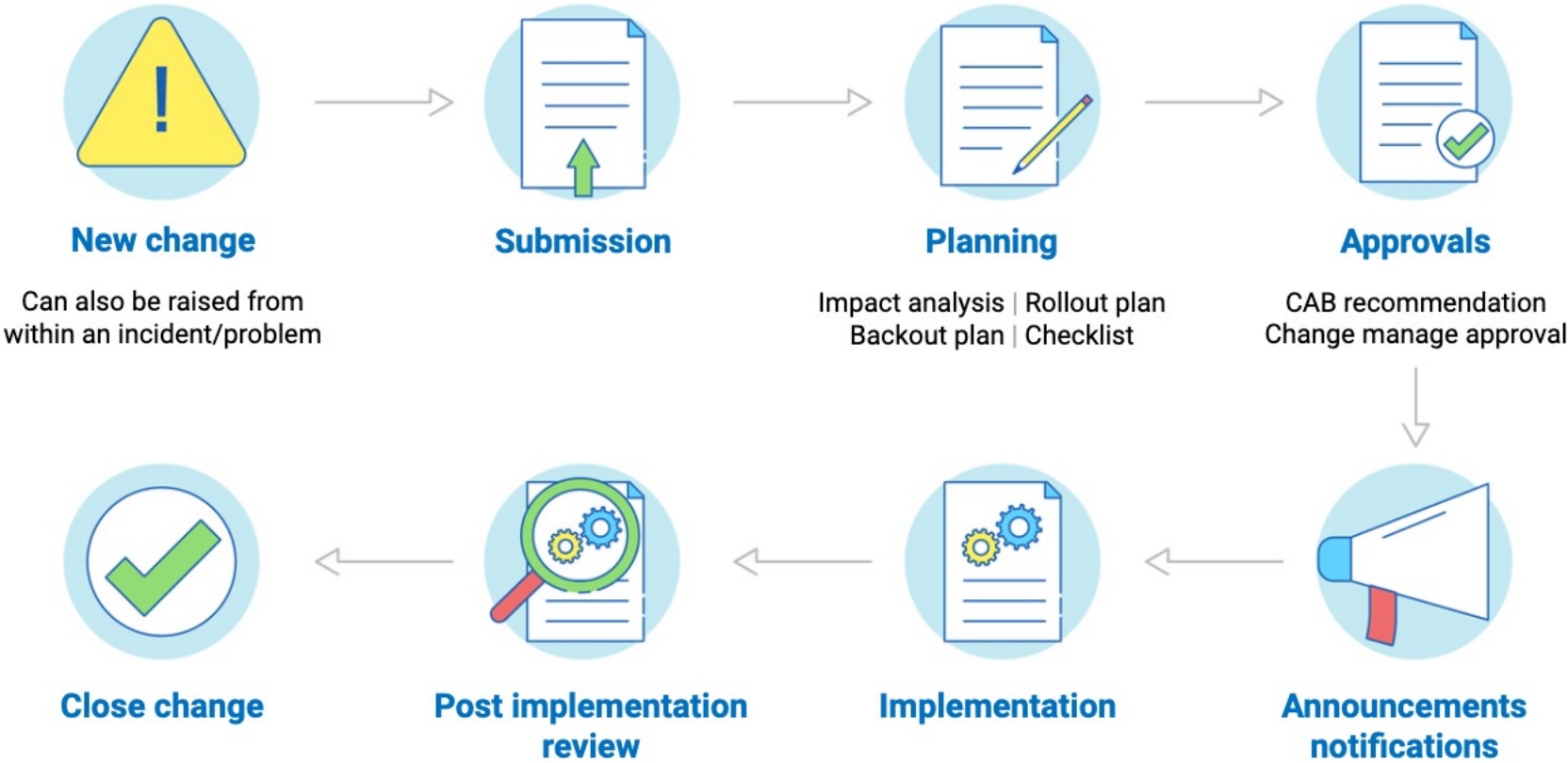
## Make problem management work in tandem with other ITIL processes

Associate incidents, changes, assets, and CMDB with problems



# Change Management

# Change management workflow





# Best practice change management with ServiceDesk Plus MSP



**Assign solution implementation to specific users with due dates**

---

Tasks



**Maintain a known error database**

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Label a problem as a known error



**Track solution implementation and effectiveness**

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Analysis | Workarounds  
| RCA



**Keep notification mechanisms in place to keep stakeholders informed**

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Notification rules |  
Announcements

# Best practice change management with ServiceDesk Plus MSP



## Identify the type of change

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Change types



## Define key roles and responsibilities

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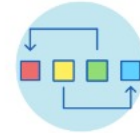
Change roles



## Design processes for different change types

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Change workflows | Visual change life cycle with multistage processes



## Log, manage, & prioritize change proposals

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Custom change templates  
Logging from incident or problem records | Change calendar

# Best practice change management with ServiceDesk Plus MSP



## Gain clear insights on risks and the impact of changes

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Risks | Change planning, including impact analysis & rollout plans | CMDB integration for downstream impact



## Communicate schedules & any downtime to stakeholders

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Downtime schedule | Announcements



## Put an effective approval mechanism in place

---

CAB | Change manager



## Measure the progress & effectiveness of change implementations

---

Implementation checklist | Tasks | Project association

# Best practice change management with ServiceDesk Plus MSP



## Keep contingency plans in place

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Back-out plans



## Implement continual service improvement

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Post-implementation reviews | Change KPIs



## Make change management work with other ITSM processes

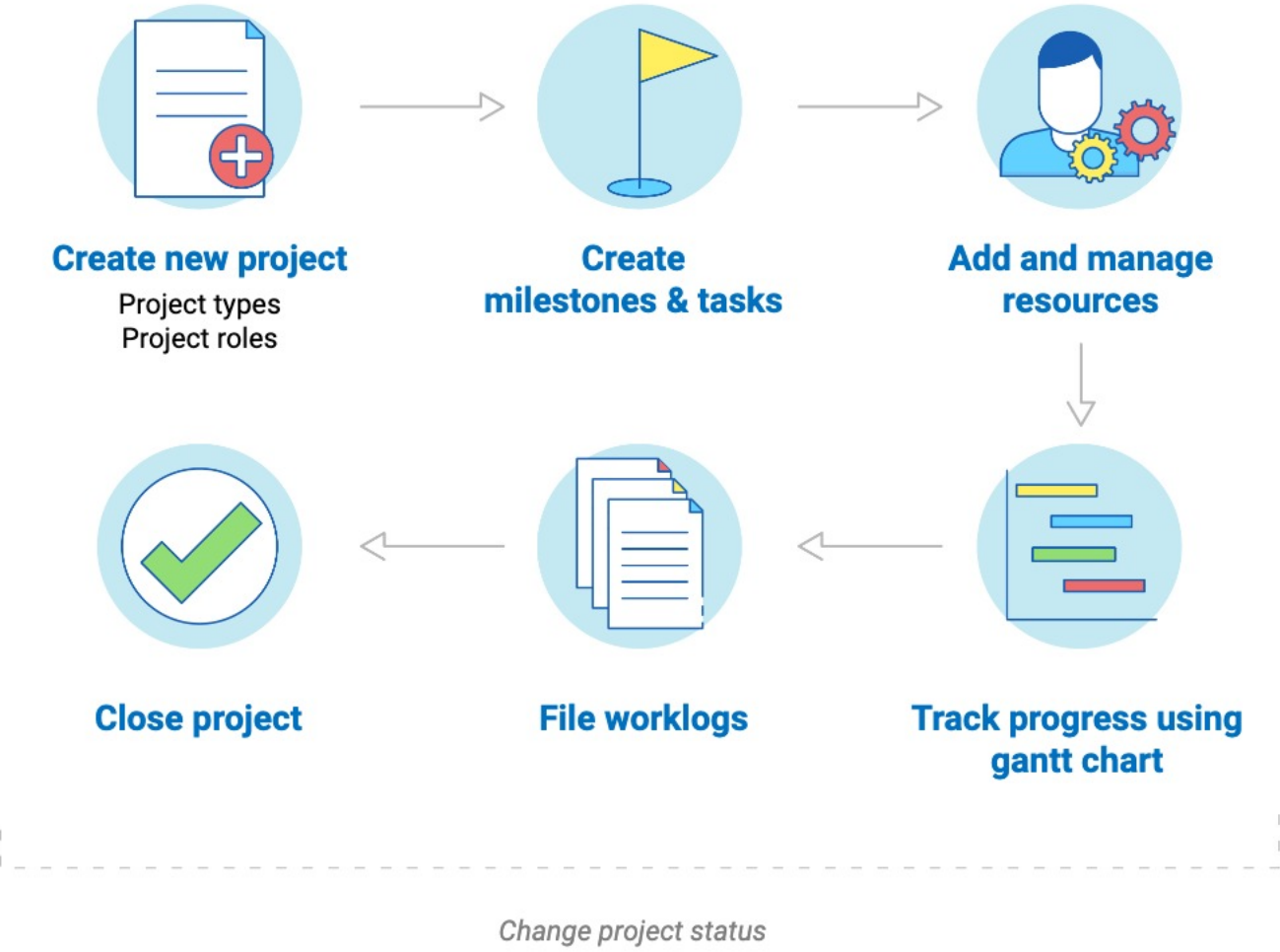
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Integration with incident, problem, asset, project management, and CMDB



# Project Management

# Project management workflow



# Best practice project management with ServiceDesk Plus MSP



**Collect all relevant information beforehand to identify the scope, budget, and time needed**

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Project templates



**Break down your projects into subactivities**

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Milestones | Tasks



**Define different roles and responsibilities**

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Project roles | Members



**Effectively track the progress of projects**

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Project status |  
Gantt charts

## Best practice project management with ServiceDesk Plus MSP



**Keep track of the effort spent at a granular level**

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Worklog |  
Timesheets



**Use data to make better decisions on-the-go**

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Project overview map |  
Project reports



**Integrate project management with other ITSM modules**

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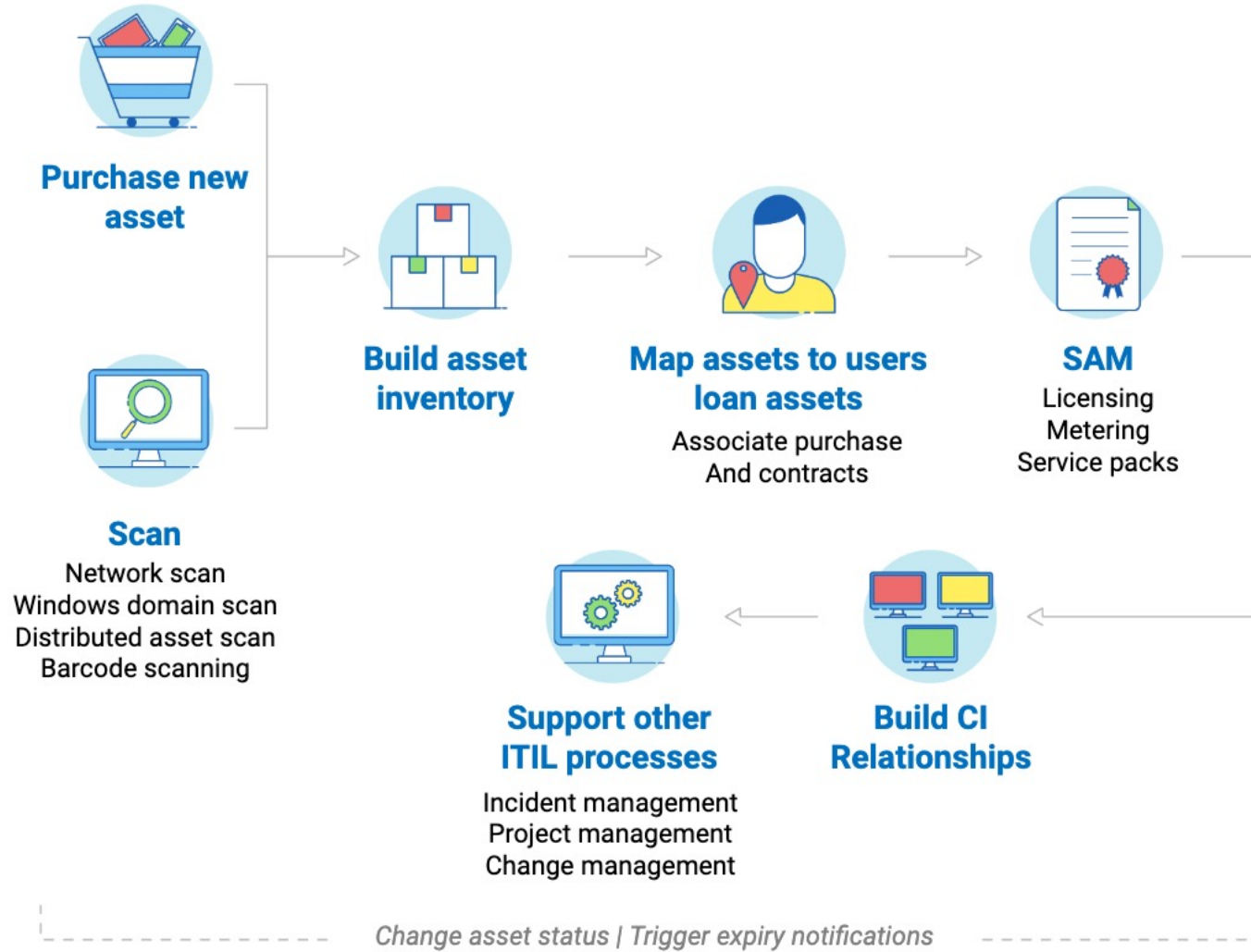
Associate requests and changes with projects



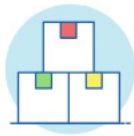


# Asset management

# Asset management workflow



# Best practice asset management with ServiceDesk Plus MSP



## Gain control over all hardware and software inventory

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CMDB | CI types | CI relationships | Business views



## Classify asset & product types

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Asset types | Product types



## Track assets across their life cycle from requisition to retirement, along with ownership

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Asset states  
User-workstation mapping | Asset loans

# Best practice asset management with ServiceDesk Plus MSP



## Map relationships between assets and business services

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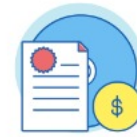
Multi-source discovery modes (Agents, Windows/network/distributed scans) | Barcode-based discovery



## Keep track of asset depreciation and other costs

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Depreciation  
Cost center | GL codes



## Manage all your software license investments

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Software, license, and agreement types

# Best practice asset management with ServiceDesk Plus MSP



## Track software usage and compliance

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Software metering | Software and license dashboards



## Stay on top of your IT purchases

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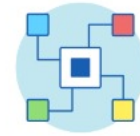
Purchase management | Vendor list | Approvals | Invoice and payment | Associated assets



## Centralize the asset contracts management process

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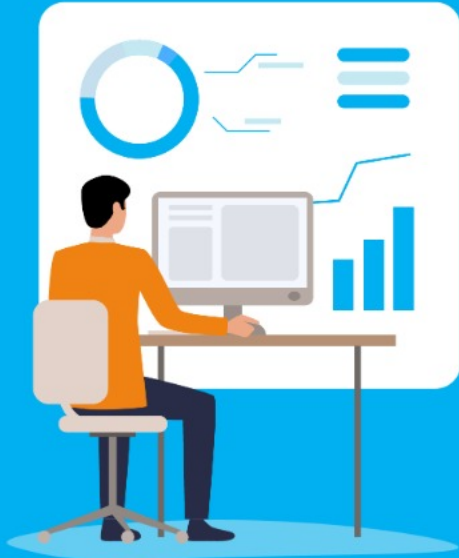
Contract details | Renewal detail  
Child contracts | Expiry notifications  
Associated assets



## Ensure that your ITAM supports other ITSM process

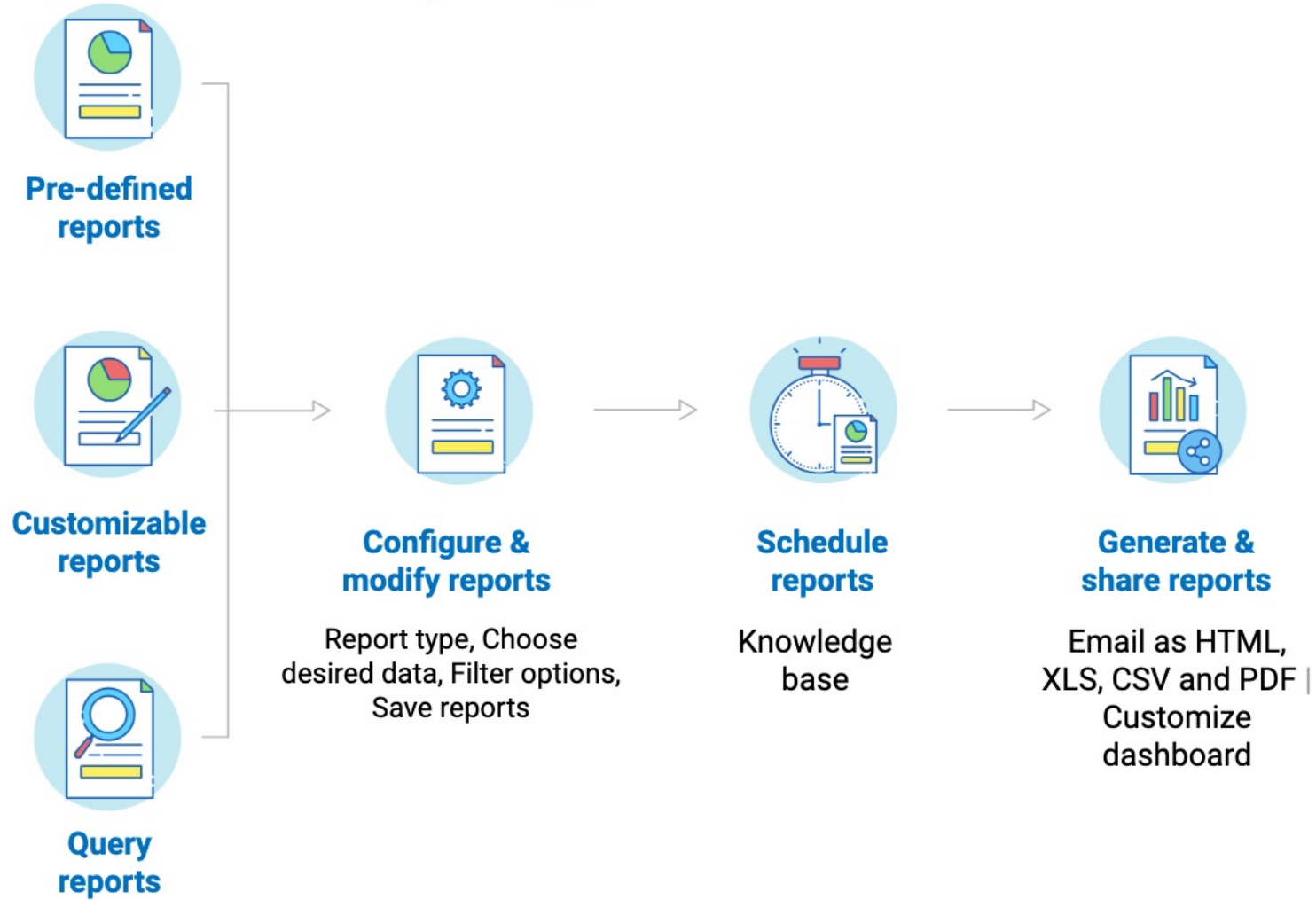
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Asset information in incidents, problems, changes, & projects, & mapping to CMDB



# Reporting

# Reporting in ServiceDesk Plus MSP



## Reporting in ServiceDesk Plus MSP



### Keep tabs on your key service desk metrics

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Out-of-the-box reports  
Live dashboards | Custom dashboard widgets



### Keep key stakeholders and CXOs informed periodically

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Scheduled reports | Email reports automatically | Export reports as HTML, PDF, XLS, and CSV files



### Mine information about your service desk from the available data

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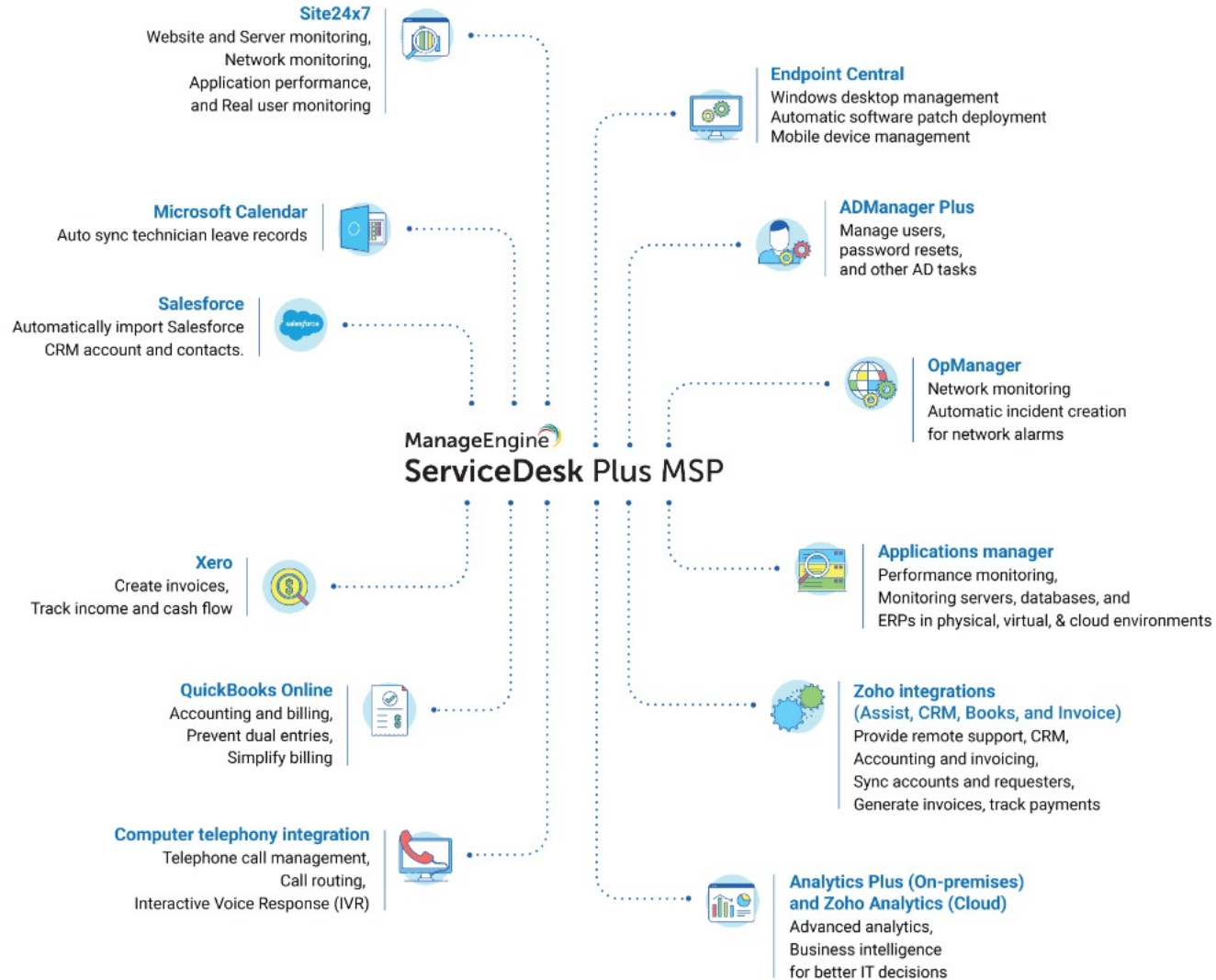
Custom reports (tabular, matrix, summary, & audit reports) | Query reports | Custom CI reports





# Integrations

# Integrations in ServiceDesk Plus MSP



## Integrations in ServiceDesk Plus MSP



Share desktops remotely;  
connect to and troubleshoot  
workstations

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 **ZOHO Meeting**



Trigger automated software  
deployments and enable mobile  
device management capabilities

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ManageEngine   
**Endpoint Central**

ManageEngine   
**Mobile Device Manager Plus**

## Integrations in ServiceDesk Plus MSP



**Provide a personalized response by seeing the caller's personal details such as name, account, site, and pending tickets before even answering the call**

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Computer Telephony Integration



**Accelerate productivity by knowing the geographical location of on-site technicians and account (client) sites for faster field service delivery**



*Thank You!*

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

[sales@manageengine.com](mailto:sales@manageengine.com)