# PROVANCE

## Overview

### Country
**United States**

### Industry
**Managed and Professional Services Provider**

### Customer Profile
10th Magnitude harnesses the power of Microsoft Azure® to help clients become more agile, customer-focused, and operationally efficient with innovative Cloud solutions. 10th Magnitude is the 2019–2020 Global Microsoft Datacenter Migration Partner of the Year, 2019–2020 Global DevOps Partner of the Year, and a Microsoft Azure Expert Managed Service Provider.

### Challenges
- Quickly develop a new Managed Services division and implement an ITSM system where none had existed before.
- Easily and cost-effectively configure and manage IT services for a range of diverse clients.
- Support, facilitate, and integrate with a Microsoft Azure and Dynamics 365-driven environment.
- Deliver insight on performance and service delivery KPIs for rapid growth of the Managed Services business.

### Solution
**Provance® IT Service Management powered by Microsoft Dynamics® 365**

### Results
- Support of double-digit client growth.
- Speed of initial installation and configuration is significantly shorter than other ITSM solutions' estimates.
- Self-service portal, service catalog, and SLAs differentiated by clients and requirements.
- Cost-effective use of automations for reduced workload and client self-sufficiency.
- Intuitive role-based dashboards and reports facilitate in-depth understanding of workload, tasks, and metrics.

## 10th Magnitude Builds a Managed Services Business from the Ground Up

Companies from around the world rely on 10th Magnitude for innovative Cloud solutions and Managed Services. In turn, 10th Magnitude relies on Provance IT Service Management® and Microsoft Dynamics® 365 for IT service delivery excellence.

"We needed a big-time tool to be the cornerstone of our Managed Services offering, but we also needed a partner that understood our business. Provance ITSM provides everything our Fortune 100 clients need and they understand where we are going as a Microsoft Azure Expert Managed Services Provider (MSP). Not only are they providing the back-end for our managed offerings, they are innovating with us to make sure we continue to be a trusted leader in the Managed Services space." – Alex Brown, CEO at 10th Magnitude

### Building a Strong Foundation

Named Microsoft Partner of the Year for three years in a row, 10th Magnitude has had a long-standing relationship with Microsoft that stretches back to 2010 when Microsoft first launched Azure. 10th Magnitude has been living and thriving in the Cloud ever since.

"As a Microsoft Azure Expert MSP Partner, we are 100% focused on Microsoft Azure, but we also run our entire operations off of the Microsoft Dynamics 365 platform," said Ryan McDonald, SVP, Managed Services at 10th Magnitude. "When we discovered Provance we saw the synergies right away—the fact that Provance ITSM runs natively on the Dynamics 365 platform and had built-in integrations to Azure Monitor and Azure Automation meant that we could have a single source of truth for ourselves and all our clients."

### How Provance ITSM Measures Up

10th Magnitude knew they needed an ITSM solution that would provide them with the structure to get up and managing clients quickly.

"Many of the ITSM solutions had time-consuming implementation processes requiring quite a bit of custom configuration, which would involve coding or other specialized skillsets," said McDonald. "Since Provance ITSM has the same capabilities as

Dynamics 365, you don't need to be a developer or a hard-nosed coder to configure it."

10th Magnitude also realized how important ITIL® would be for their new division. "ITIL is usually a big part of how our Fortune 500 clients operate, and since Provance ITSM allowed for code-free configuration while also being PinkVerified for 11 ITIL practices, we could rely on Provance ITSM to provide us with industry best practices and a standard operating base, which we could then cost-effectively configure depending on how each of our clients operate and their unique requirements."

From purchase of Provance ITSM to onboarding their first client, the new 10th Magnitude Managed Services division was in action in less than a couple of months.

"The speed in which we were able to get Provance ITSM installed and configured was hugely beneficial to us," said McDonald. "Other ITSM solutions, for example, needed additional configuration and functionality for clients to log into a self-service portal and see only their tickets, whereas Dynamics 365 is a multi-tenant, multi-customer type solution by nature, therefore Provance ITSM just worked that way right out-of-the-box."

Right from the start 10th Magnitude configured the self-service portal so each client sees only their own tickets, while all the tickets, services, and knowledgebase are managed by the Service Desk in the back end with a single pane-of-glass view.

"We did have one of our clients request their own company branded portal and with very little effort we were able to provide that to them," said Jennifer Grassan, Dynamics Platform Architect Management and Delivery at 10th Magnitude.

The self-service portal, service catalog and ticket templates were key capabilities that drew 10th Magnitude to choose Provance ITSM. All three capabilities work together to reduce workloads, provide client self-sufficiency, and ensure consistency and quality.

"I just love what we can do with the self-service portal, ticketing, and automations," said Grassan. "Our clients use the self-service portal not only to log tickets, but to also deploy infrastructure through services that we've published for them. For example, we've been able to allow the automatic creation of virtual machines. This is major. Using automations, our clients can start and stop virtual machines just by logging a ticket. We don't have to touch the ticket at all."

"We also have a number of clients who are using other ITSM solutions, but we've been able to create a two-way integration between Provance ITSM and these other solutions. So, data
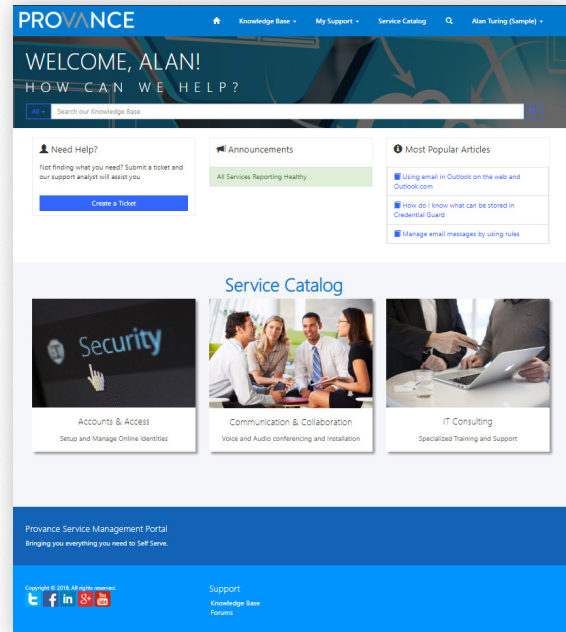
filters from all these different systems, but we still get to work from a single pane-of-glass," said McDonald.

10th Magnitude also benefits greatly from the Provance ITSM built-in integration with Azure because the Azure Monitor ITSM connector provides automated, real-time and bi-directional integration, turning alerts into Provance ITSM tickets, while also allowing for the trigger of automated workflows. "It allows us to handle lifecycle and infrastructure operations, such as letting business users manage infrastructure through a self-service portal," said McDonald. "The built-in integration to Azure has impacted how we effectively manage services, but also on what services we can offer our clients, which benefits us and them."

## Growth is on the Horizon

Since beginning their Managed Services division, 10th Magnitude has experienced tremendous growth in clients. They credit Provance ITSM as providing the support they needed to expand quickly as well as the Provance engineering team. "Over the last few years, we've worked with the Provance team to build out capabilities that we realized we needed as we've grown," said Grassan. "But one of the things that the Provance team also does really well is that they continually grow with Microsoft. They continue to improve functionality and processes, and they continue to put out new releases just as fast as, if not faster, than Microsoft. It's something that we all, especially the operations engineers, really appreciate."