

# NTIRETY PIONEERS DATABASE ADMINISTRATION-AS-A-SERVICE ON N-ABLE PLATFORM



Database Administration as a Service

## ABOUT:

Ntirety pioneered the market for Database Administration-as-a-Service® offerings and augments customer IT staffs, providing 24 x 7 monitoring, proactive maintenance and performance optimization for a wide range of databases. Customers include SMBs across vertical markets such as healthcare, technology, manufacturing, financial services, government and education.

Location: Dedham, Mass.

Website: [www.ntirety.com](http://www.ntirety.com)

## Challenges:

- Needed a RMM solution to suit its unique technology requirements and form the cornerstone of its customized database services business.
- Required a RMM solution offering seamless integration with Ntirety's proprietary Ntrust database management appliance.
- Sought a long-term business and technology partner that would support company growth and align with Ntirety's managed services focus.

## Solution:

- The N-able RMM platform complements Ntirety's database administration tools and extends its capabilities with a powerful server platform, memory, disk utilization and OS statistics.
- N-able delivers seamless integration with Ntrust to provide a perfect match for Ntirety.
- Supportive N-able team hit the ground running and understood Ntirety's business and technology objectives.

## Benefits:

- With growth at a 20 – 40 per cent clip per year, Ntirety attributes a large part of its success to N-able.
- Ntirety serves more than 100 clients, including many recognizable names – 75 to 80 per cent of which are run through N-able's RMM platform.
- N-able technology serves as a key component of Ntirety's technology infrastructure.

In late 2009 Ntirety Inc., the pioneering provider of Database Administration-as-a-Service® offerings company's founder, Michael Corey, found himself between a rock and a hard place. He had to pull the plug on an existing remote management and monitoring (RMM) system and quickly find an entirely new RMM platform to service his clients. Yet due to the customization of Ntirety's services, not just any RMM solution would do, and there was no time to spare.

"The way we remotely monitored and managed our clients' databases was built on a series of home-made scripts supplemented with high-end commercial tools," explains Corey. "We used one vendor for a while, but the relationship ended abruptly and we were under the gun to find a replacement fast," he says.

"We had a very specific 'laundry list' of what we needed from RMM technology," Corey says. "We had great database administration tools and we wanted to extend our capabilities with a new server platform, memory, disk utilization and OS statistics," he says.

In stepped N-able Technologies®, the global leader in RMM, signing Ntirety as its first managed service provider (MSP) in the Boston, Mass. area. The relationship has since grown exponentially, and Ntirety has continued to prosper, thanks in large part to Corey's decision to go with N-able.

"N-able fulfilled our wish list," says Corey. "Their team was supportive throughout the entire selection process and understood that what we were trying to do with their product was different than anybody else."

Ntirety helps clients manage their databases, including Microsoft SQL Server, Oracle and MySQL, by providing proactive 24 x 7 monitoring, maintenance and performance optimization. At each customer location, the company deploys Ntrust™, a proprietary database management appliance that checks the health of clients' databases.

"With N-able, we don't have to install or deploy software on any of our clients' machines," Corey says, "because N-able's technology has the option of being agentless and fits seamlessly with our database appliance Ntrust, it is a huge timesaver and benefit to us and our clients."

The MSP, which focuses on a wide variety of vertical markets, including healthcare, technology, manufacturing, financial services, government and education, works with more than 100 clients. Many of them are what Corey calls "recognizable big names--75 to 80 per cent of which are run through N-able."

## Market Sweet Spot is SMBs

About half of Ntirety's customers are businesses of 600 – 800 employees, according to Corey. In most engagements, Ntirety operates as a consultant, supplementing its clients' existing database administration operations with the depth and breadth of its experience and expertise.

**“N-able is a key piece of our infrastructure – they’ve been a poster child for how a vendor relationship should work.”**

– Michael Corey, Ntirety Founder and Chief Executive

“The majority of our clients leverage us for production database administration and management,” he says. “Our value proposition is that we have seen and done it all and we are very unlikely to be surprised by anything.”

Nearly all of Ntirety’s revenue is generated by fixed fee, monthly, recurring contracts with its clients, according to Corey. “We are a true MSP in that sense,” he says. “We pursue long-term relationships with our customers,” he says.

Because of its specialization in remote database administration, about 90 per cent of the company is comprised of engineers who maintain account responsibility in teams of five or six, says Corey. “We are a technology-focused company that’s very supportive of our clients,” he adds.

Ntirety maintains a fully-staffed, 24 x 7 Database Operations Center and service desk that handles all of its service tickets, says Corey. “We’re generating about 15,000 service tickets a month that have to be dealt with,” he says. “Almost 80 per cent are automatically generated and approximately 50 per cent are self-healed.”

The MSP’s long relationship with N-able has been a key contributor to its successful profit and growth model, says Corey. Historically, Ntirety has grown at a 20 – 40 per cent clip per year, he says.

“As a business, we’re starting to realize the true profitability that managed services promise,” says Corey. “We have the infrastructure, we’ve made the investment and we’re at critical mass in our big practices,” he says. “N-able is a key piece of our infrastructure—they’ve been a poster child for how a vendor relationship should work.”

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## Next Steps

- [Read more case studies about N-able’s MSP Partners](#)
- [Start a free trial of N-able’s N-central RMM software](#)
- [Contact us to learn more about N-central](#)