



## Scaling Smarter:

How Atria Helps You Scale as  
a Microsoft or Citrix Partner

Your teams technical skills, process and customer service combine to drive real customer value from Microsoft and Citrix solutions.

The challenge comes when your business is growing faster than your team and toolsets can keep up with. Finding time to create a scalable and efficient growth strategy can be difficult when your business demands a day-to-day focus.

If most managed service providers are forced to grow organically instead of strategically, **how can you make the most of what you're doing now to move your business forward?**

One way to grow-as-you-go is to rethink how you're managing users and their services. Why? **Common enterprise and system administrator tools aren't the most effective way to manage users across hundreds of customers.** Let's take a look at some key reasons why this is true... and how Atria can help.



### What is Atria?

Atria is a **unified Active Directory, Workspace, and Microsoft 365 management portal** designed to help managed services providers scale their business and reduce operating costs.

## 1 Over-exposing admin-level permissions

### Issue

Your helpdesk staff require access to highly privileged admin accounts and core infrastructure to do their work – human error or compromised security is a real risk.



### How Atria helps

Atria makes it easy to create RBAC (role-based access control) guardrails, giving team members the exact access they need to get the job done without unnecessary exposure.



## 2 Hiring for the skill set, not the personality

### Issue

You need friendly, helpful frontline people that prioritize customer experience. However, finding someone with the right personality and a managed services tech skillset is challenging and expensive in a competitive market.



### How Atria helps

Atria helps less experienced frontline teams resolve customer issues with task automation. That means you can stop looking for helpdesk unicorns and hire and train capable frontline people with a focus on great customer service.

### 3 Risky customer self-service

#### Issue

Giving customers more robust self-service options can be risky without access control and some level of automation. Even if customers can reset passwords themselves, they may find moves/adds/changes more complicated.



#### How Atria helps

Atria's built-in customer portal provides straightforward self-service tools and keeps your helpdesk focused on resolving bigger issues. Every change is tracked and utilization and invoice reports are automatically updated.



### 4 Less efficiency from disparate toolsets

#### Issue

Juggling multiple management toolsets—along with customers' application-specific toolsets—makes it particularly challenging to hire staff with the skills needed to oversee these tools effectively.



#### How Atria helps

Atria streamlines customer application provisioning and helps your frontline team manage new services with little or no training for more efficiency and accuracy.



## 5 Missed revenue from new offerings

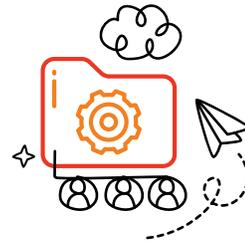
### Issue

While you're creating a lot of new solutions and services for your customers, you miss out on revenue when there's no easy way to standardize how you sell, deliver, and support them.



### How Atria helps

With Atria, you can design and sell plans to manage storage limits, license types and more. Productizing your offerings means your services are more easily defined, provisioned and supported. Best of all, customer usage data flows directly into Atria's billing reports for accurate invoicing.



## 6 Inaccurate reporting and billing

### Issue

Stop paying for unused Microsoft SPLA/CSP and Citrix (CSP) licenses or losing money from unbilled users or services. And if you're manually billing each month (taking days to collect data and reconcile spreadsheets), rest assured there's a better way.



### How Atria helps

Atria lets you track and report usage with SKU-based reporting for real-time accuracy. It identifies what customers need to pay for and gives you insight into usage and trends for more strategic business decisions.

## 7 Lost time and money on issue resolution

### Issue

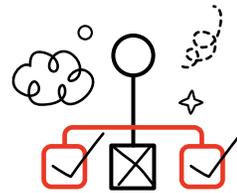
An issue that can't get solved by your helpdesk frontline will eventually escalate to more skilled (and expensive) personnel.



### How Atria helps

While hiring skilled engineers for your helpdesk is one option, Atria enables your frontline staff to do more in less time by automating simple and intermediate administrative tasks, saving you money.

[\(See for yourself with our savings calculator\)](#)



When it comes to managed services, growing on-the-go means finding solutions that will make an impact today and tomorrow. As a Microsoft and/or Citrix partner, this gives you the flexibility to:

### Manage Microsoft end-user services in one place

Manage and deploy Microsoft 365, Active Directory, Azure Virtual Desktop, RDS, Exchange, SharePoint, Intune, Windows File Shares, and Office apps more easily with Atria.

### Standardize Citrix delivery for better profitability

Easily provision, manage and bundle Citrix DaaS, CVAD, and Content Collaboration, and simplify billing and invoicing with usage reporting from Atria.

## About Atria

Atria is a **unified Active Directory, Workspace and Microsoft 365 management portal** designed to help managed services providers scale their business and reduce operating costs.

As the heart of scalable MSP operations, Atria helps productize services and automate delivery for a consistent, standardized, and improved end-customer experience.

Atria helps MSPs to streamline service provisioning workflows and administrative tasks, making it so simple that the frontline helpdesk can handle them instead of engineers. Atria also offers customer self-service through role-based permissions and allows MSP's to simplify services, licensing and operations with SKU-based billing.

**Learn more at** [www.getatria.com](http://www.getatria.com)