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| **NEWS** FOR IMMEDIATE RELEASE | **MEDIA CONTACT**  Amanda Lee  ARL Strategic Communications  (727) 272-0781  amanda.lee@arlpr.com |

**Atera Unveils the Benchmark—**

**Dynamic Business Intelligence for MSPs**

**New York, NY (May 16, 2016)** – [Atera](http://www.atera.com/), developer of the first cloud-based IT platform that offers end-to-end solutions for Remote Monitoring and Management (RMM), Professional Services Automation (PSA) and remote connections into one powerful software solution, today announced Managed Service Providers (MSPs) will now gain access to Business Intelligence (BI) data through the [Benchmark](https://www.atera.com/benchmark/).

“Now available for the first time, the Benchmark offers substantive data for IT professionals worldwide so they can understand how they perform compared to colleagues and be better prepared for future trends,” said Gil Pekelman, CEO at Atera. “The data collected provides ongoing meaningful insights to help MSPs build deeper relationships with their customers, improve operational efficiencies and drive business. We are constantly innovating and creating new ways to add more value to the MSP community so they can offer a best-in-class experience to their customers.”

The Benchmark benefits companies planning to become an MSP and those who are already managing an existing MSP business. For the companies seeking to transition from a break-fix model to an MSP model, the compelling data can be used as an enablement tool to migrate. For MSPs, the Benchmark will provide the insight they need to help improve existing business relationships with customers, assist in customer retention and empower strategic business decisions.

The Benchmark is refreshed daily, combining data sampled anonymously from hundreds of participating Atera customers. It tracks valuable metrics such as type of alerts, ticket load during work hours, response time, resolution time and many other important key performance indicators.

“The Benchmark acts as a compass to help guide my business,” said Parker Ledbetter, president at Computer Geeks. “The data is powerful because it highlights the most critical needs of my customers. This new valuable tool is clear evidence that Atera is not only a SaaS provider, but a true partner seeking to enable the success of our company.”

In addition to the BI provided through the Benchmark, Atera offers a [unique pricing model](https://www.atera.com/pricing/), providing MSPs with unlimited servers and workstations, no onboarding costs, and a 30-day free trial. With its unmatched technology which allows for a competitive pricing model, Atera provides MSPs with flexibility to choose the most convenient license—Standard, Professional or Enterprise—billed per technician on a monthly basis.

Through its disruptive pricing, the Benchmark’s valuable data, and the platform’s ease-of-use, Atera is enabling MSPs to improve their business, provide better service, and profitably grow. Atera also makes it fast and easy for MSPs to move their customers’ businesses to the platform. To learn more about Atera, please call (877) 211-4666, or email [info@atera.com](mailto:info@atera.com). For a 30-day free trial, please visit [www.atera.com](http://www.atera.com).

**About Atera**

Atera is the developer of a cloud-based IT automation platform that combines Remote Monitoring and Management (RMM), Professional Services Automation (PSA) and remote management into one powerful software solution. Atera’s all-in-one innovative platform offers Managed Service Providers (MSPs) improved operational efficiency, seamless integration, end-to-end management and disruptive pricing. To learn more, visit [www.atera.com](http://www.atera.com).

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