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**Atera Reveals Key Benchmark Statistics**

*Business Intelligence Data Shows Some MSPs Drastically Undercharging for Services*

**New York, NY (June 14, 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 new data findings through the [Benchmark](https://www.atera.com/benchmark/), the company’s Business Intelligence (BI) platform. The findings reveal that more than half of Managed Service Providers (MSPs) are undercharging for their services and the most profitable businesses adhere to strict service level agreements (SLAs).

“We created the Benchmark to find innovative ways to help MSPs grow their businesses,” said Gil Pekelman, CEO at Atera. “The data reveals some interesting correlations, including an opportunity for MSPs to charge more than double or even triple their hourly rate by increasing their SLAs, better negotiation, positioning and marketing. Through the Benchmark, we are helping partners make sense of the data and better evaluate their performance compared to the competition. With a slight increase in value-adds, MSPs can easily grow their business, and we are excited to be the trusted provider to take them there.”

The Benchmark is intended to analyze and measure key performance indicators (KPIs) for MSPs. In the Benchmark, recent data revealed 45% of MSPs charge between $45-$99 per hour, while 55% of MSPs charge between $100-$155 per hour. The remaining 5% are charging between $200-$250 per hour because they are offering an added expertise or special service. In analyzing the data, it indicates that 45% of MSPs have an opportunity to double their revenue by improving their response rate.

When it comes to response rate, MSPs who respond to customer tickets within 20 minutes see the most success and return business. Of the MSPs polled, 50% charge more than $100 per hour, and the other half charge less. The MSPs who charge more reply 43% faster to tickets than those who charge less. With Atera, MSPs have a partner supporting production levels—ultimately, enabling profitable growth.

The Benchmark provides MSPs with information that will enable them to run a better business. The feature is updated daily and collected anonymously from hundreds of participating Atera customers. Its infrastructure is built on PowerBI, Microsoft’s data visualization tool.

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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