ManageEngine –
Controlling Total Cost of Ownership of IT Tools

Our Founder, Dr. Sridhar Vembu was the first to propose the idea of free IT management tools. India has been seeing a steady rise in the number of SMBs in the last few years. According to a Zinnov report, the country is home to around 50 million SMBs currently of which 10 million are technology-ready. The current market and the anticipated growth in the number of enterprises, bodes well for ManageEngine. The ManageEngine suite has point products for IT management that fits the business and the budget requirements of SMBs. The free tools and the freemium products, in addition to the affordable paid products enable SMBs to keep the IT management costs at a minimum.

The motivation behind providing free IT tools or keeping the paid products affordable is to nurture a good IT management eco-system for existing and emerging businesses. Keeping it simple and affordable has been our primary focus. Prohibitive costs of IT management, deployment and implementation complexity, training and consulting costs are some factors that come in the way of IT adoption. We break that tradition at ManageEngine and provide IT management products for businesses of all sizes, and enable them to embrace IT faster. We believe that when these SMBs grow and expand their IT infrastructure, they’ll be able to upgrade smoothly to the enterprise versions of our software that scale to large enterprises. They need not worry about deployment or implementation hassles. So, we see free tools as a mutually beneficial arrangement, enabling us to reach out to a larger number of businesses and they know whom to turn to for scaling their IT management.

How does ManageEngine Operate?

There is a small team that researches, builds, and maintains the IT management utilities, the respective product teams engineer and maintain the free versions of the premium products. Almost all functions are centralized at the Chennai facility in India.

Barring 49 free tools, most ManageEngine products come with a life-time free edition for a limited number of users or devices for the SMBs. The try-before-you-buy approach for all the paid versions allows users to explore our products to ascertain if their IT management needs are met. So, providing free trials, integration between the related
products within the suite, and the
download-install-run approach are a
few factors working in our favour.
Like every other product or service,
there is always a little amount of
skepticism associated with those that
are free or affordable. However,
contrary to that perception,
ManageEngine tools have been well
received in India as well as in the
Global market. The IT teams today
are aware that they are responsible for
not only enabling IT, but also for
ensuring business continuity. They
also understand that cost and
complexity need not mean quality. On
a similar note, they also understand
that free or low-cost does not
necessarily translate to poor in quality.
Enterprises of all services, across
different verticals, use ManageEngine
free tools. A surprise finding from a
ManageEngine free tools survey in
2013 showed that a majority of our
free tools users were from large
enterprises!

Site & Reliability Engineering
Toolkit. Among the free mobile apps,
we have recently launched the
ManageEngine WiFi Monitor Plus, for
Android. We have been receiving an
overwhelming response from the user
community for the free app. This
particular app has a WiFi Analyzer
and Surveyor built-in which most of
the paid apps from other vendors do
not have!

ManageEngine’s portfolio of IT
Management products is quite diverse
and ranges from network monitoring
products to IT help desk and password
management. All these products have
been built by us ground up as
opposed to most of our competitors
arriving at this breadth of offerings via
mergers and acquisitions.

Building these products from
ground up allowed us to
design them in such a way to
allow easier contextual
integration and to work with
each other seamlessly which
eventually benefits the users.

We are aggressive about the market
and see a great potential for growth
for our solutions in India, as
organizations are looking at IT
adoption to further business.

ManageEngine is a R&D focused
company. Since inception our
marketing strategy has been to put
forward our best products to talk on
behalf of us. Our products are
available for organizations to evaluate
freely for a period of 1 month.
They use it, like it and they come back to us
for the license. We also rely greatly
on our resellers and distribution
partners in taking our products to the
community. We have more than 50
resellers & distribution partners, SIs
and MSP partners in India.

Customer Quotes

Baaskar,
IT Manager, Lavazza
Simple, yet an effective tool for small and
medium organizations, where very few
IT users are buying more than a server. I
was able to assess and take/initiate
actions on disk, memory and CPU usage
using Windows Health Monitor.

Surendra BG,
Team Lead, Cisco Systems
This is one of the best SNMP walk tool I
have come across. Very easy to work with
and for a freeware tool, the support guys
are just amazing. I was just thinking if we
buy a product the support will be top
notch!

Greg Bruntzel,
Technical Consultant, TechHelp
Free tools are a fantastic resource for
companies on a limited budget and
ManageEngine Tools are an excellent
example. The more free tools a company
provides the more goodwill it develops
with administrators in the trenches, and
when the need comes to purchase a
product with more features, the company
that provides is the first that comes to
mind. Thanks for all you do for us and
keep up the good work!

Charlie Smith,
Technical Director at Charles
Dhekelia Ltd.
Good app! I used [WiFi Monitor Plus] to
quickly map out our WiFi setup and
enjoyed using the function to see which
APs were interfering with others. I have
previously used WiFi Analyzer for jobs
such as this, but the ManageEngine
solution does provide a lot more
functionality and granular detail, which is
definitely useful to have.