

# ManageEngine –

## Controlling Total Cost of Ownership of IT Tools

**O**ur 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



**Vidya Vasu**, Head of the ManageEngine Community and Free Tool

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!



Periodic surveys and beta programs help us gauge the user needs. We try and align our engineering goal to continue building smaller, independent tools even as we continue to pack more value into the existing premium products by building scalability and integration into them for holistic management.

#### Acceptance of ManageEngine

The response from our users for our free tools and the free edition of our products has been overwhelming. More than 50% of our users use two or more of our free tools. We are also growing this collection based on our research and user inputs. The recent additions to the free tools and free products this year are ServiceDesk Plus Standard Edition and Network

Millions of admins worldwide use ManageEngine every day

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 manning 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.