

# Visibility-as-a-Service (VaaS)

## The Challenge

### Driving The Need for Service Innovation and New Revenue Streams

In an increasingly competitive market, MSPs are often relegated to the role of mere connectivity providers, offering basic WAN and SD-WAN services without meaningful differentiation. To maintain relevance and drive growth, MSPs must innovate with value-added services that generate new revenue and foster deeper, long-term client relationships.

Advanced network monitoring and troubleshooting services are essential for service innovation. By layering these capabilities onto existing connectivity offerings, MSPs can increase client satisfaction, reduce churn, and solidify their role as indispensable partners in network performance and security. Expanding beyond connectivity with proactive insights and troubleshooting enables MSPs to increase client retention, boost service quality, and capture recurring revenue through premium offerings.

## The Solution

LiveAction Visibility-as-a-Service (VaaS) provides MSPs with a flexible, tiered network observability solution to meet diverse client needs. Each service tier—**Standard**, **Advanced**, and **Premium**—builds upon the previous, offering increasing levels of visibility, diagnostic depth, and security. By leveraging **LiveSP**, **LiveNX**, and **LiveWire**, MSPs can deliver a range of services, from basic monitoring to advanced troubleshooting, supporting service innovation and new revenue generation.

## Key MSP Benefits

### + New Revenue Streams

Tiered services enable MSPs to capture predictable, recurring monthly revenue through structured upsell and cross-sell opportunities.

### + Operational Efficiency

Real-time insights, automated diagnostics, and proactive alerts reduce troubleshooting time and lower operational costs.

### + Scalability



Expand monitoring services in line with client growth, scaling from foundational visibility to advanced diagnostics.

### + Increase Client Retention

Detailed insights, customizable reporting, and improved network performance foster client trust and loyalty.

### + Competitive Advantage

Differentiate from standard solutions by offering advanced insights, forensic analysis, and security integration, positioning MSPs as essential partners in network reliability.

| VaaS Tier     | Key Capabilities   | LiveAction Product  | Ideal For  |
|---------------|--|---|--|
| VaaS Standard | Real-time SD-WAN/WAN monitoring, traffic analytics, performance reporting, multi-vendor compatibility              | LiveSP  | MSPs managing foundational SD-WAN / WAN environments                     |
| VaaS Advanced | Application performance monitoring, hybrid-cloud support, granular traffic analysis, end-to-end path visualization |  LiveNX   | MSPs managing complex, distributed networks, including hybrid-cloud      |
| VaaS Premium  | Deep packet capture, network forensics, NDR/SIEM/SOAR integration, anomaly detection, compliance support           |  LiveWire | MSPs serving high-stakes sectors needing advanced security and forensics |

# Key Capabilities

## VaaS Standard

**Real-Time SD-WAN and WAN Monitoring:** LiveSP enables live monitoring of SD-WAN and WAN networks, tracking bandwidth usage, traffic patterns, and overall health.

**Traffic Insights and Analytics:** MSPs gain granular data on network traffic, including top applications, bandwidth usage, and network bottlenecks.

**Automated Performance Reporting:** Custom, automated performance reports help MSPs maintain SLAs and communicate network health to clients.

**Multi-Vendor Compatibility:** Supports a range of SD-WAN/WAN providers, making it flexible for multi-vendor environments.

**Capacity Planning:** Historical data insights assist MSPs in forecasting bandwidth needs, guiding clients on capacity upgrades as networks grow.

**Ideal for MSP Clients:** Suitable for MSPs managing foundational SD-WAN/WAN environments with basic visibility needs.

## VaaS Advanced

**Application Performance Monitoring (APM):** LiveNX provides visibility into application performance, enabling MSPs to monitor and optimize mission-critical applications.

**Granular Traffic Analysis:** MSPs can access detailed traffic flow information, identifying specific applications, devices, or users responsible for traffic surges or issues.

**Hybrid-Cloud Environment Support:** Extends visibility into hybrid-cloud networks (e.g., AWS, Azure, GCP), supporting monitoring across cloud and on-premises infrastructure.

**End-to-End Network Path Visualization:** Full path visualization simplifies troubleshooting, allowing MSPs to trace issues from source to destination.

**Advanced QoS Monitoring and Management:** LiveNX ensures Quality of Service (QoS) by monitoring and managing QoS policies, prioritizing critical applications to maintain performance standards.

## VaaS Premium

**Deep Packet Capture:** LiveWire captures network packets in real time, enabling MSPs to conduct detailed analysis and uncover root causes of performance issues or anomalies.

**Network Forensics and Historical Analysis:** Packet data is stored for historical analysis, aiding in tracing network events, identifying patterns, and supporting compliance and auditing.

**Integration with Security Platforms (NDR, SIEM, SOAR):** MSPs can feed packet data into Network Detection and Response (NDR), Security Information and Event Management (SIEM), and Security Orchestration, Automation, and Response (SOAR) systems for advanced threat detection and response.

**Anomaly Detection and Proactive Alerts:** Advanced analytics detect unusual network activity, sending alerts to enable fast incident response and reduce downtime.

**Comprehensive Troubleshooting:** Flow and packet data access allows MSPs to diagnose and resolve complex network issues, critical for clients in regulated industries like finance, healthcare, and government.

## How MSPs Can Leverage LiveAction VaaS for New Service Opportunities

LiveAction VaaS provides MSPs with a structured, tiered approach to value-added services, opening the door to new revenue streams:

### Standard Tier (LiveSP):

Offer foundational SD-WAN/WAN monitoring, proactive alerts, and SLA reporting, positioning this service at €50-100 per site/month.

### Advanced Tier (LiveNX):

Provide hybrid-cloud support, application performance insights, and granular traffic analysis, allowing MSPs to upsell clients at €100-200 per site/month.

### Premium Tier (LiveWire):

Offer advanced troubleshooting and security forensics, including packet capture and security platform integration, ideal for high-security clients, at €200-350 per site/month.

## Key End-Customer Benefits

### + Optimized Network Performance

Real-time monitoring and proactive troubleshooting minimize network disruptions, keeping operations smooth.

### + Application Performance Insights

Detailed application monitoring ensures critical business applications perform optimally, supporting productivity.

### + Security and Compliance

VaaS Premium's packet capture and forensic analysis enhance security monitoring and support compliance in regulated industries.

### + Adaptability

VaaS services scale with business growth, evolving from foundational monitoring to comprehensive diagnostics as needed.

### + Cost Optimization

By reducing downtime and optimizing resource use, end customers see lower network management costs and enhanced operational efficiency.