ATIC nomination for:
WITSA's "Emerging Digital Solutions Award"

Solution: **OPTIMUM DESK**

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Our nominee for the 2022 WITSA Award is OPTIMUM DESK. Romanian-based, OPTIMUM DESK is an IT Full-Service Management Platform that enables our MSP partners to manage over 1.1 million EndPoints on the US market and growing.

OPTIMUM DESK's mission is to advance the way Managed Service Providers offer support to their customers through cutting-edge technologies.

About OPTIMUM DESK
Launched in 2012, OPTIMUM DESK quickly became a trustful platform in the MSP world. **According to TheChannel PRO Network, OPTIMUM DESK now ranks among the 2022 Vendors on the Vanguard for RMM (Remote Monitoring Management) and EndPoint Management.**

OPTIMUM DESK is the first cloud platform that integrates 14 IT Service Management Modules.
OPTIMUM DESK's main module is the Autonomous Service Delivery (ASD). **We call it the world`s first "swiss-army knife" of your IT Service Delivery**.
ADAM Intop (we added to the "AI" term another meaning), our AI robot has the ability to resolve tickets without human intervention, silently and unattended. Powered by AI, ADAM Intop is used to improve efficiency, increase performance, reduce downtimes and ease the workload of the support teams.

OPTIMUM DESK platform aims to help Managed Service Providers to deliver better services, 24/7 availability, better SLA terms and customer satisfaction, great efficiency, enhanced productivity, and cost-effectiveness.
When tickets are received, ADAM uses Intelligent Process Automation which uses sophisticated scripts that work beyond basic automation, a leverage AI core capability to learn from its human supervisors about how to use information collected from previous tickets successfully solved.

With ADAM Intop, the AI capabilities unlock access to unstructured data using Natural Language Processing (NLP) and help MSPs transform from ruled-based to AI-based automation, empowering human supervisors in data-driven decision making.

ADAM capabilities:

    1. Smart workflows

    - ADAM Intop - tracks the status of the end-to-end process in real-time, manages handoffs between systems and people to provide statistical data on bottlenecks, and enhances process visibility to improve operational efficiency.

    2. Machine learning

    - Makes predictions based on data inputs and analytics and provides insights on recognized patterns

    3. Natural Language Processing (NLP)

    - Interprets text-heavy communications and understands communication intent

    4. Natural Language Generation (NLG)

    - Creates narratives from the collected data to present a better story for data-driven decision making

    5. Cognitive agents

    - Technologies that combine machine learning, NLG & NLP, to build a virtual workforce capable of executing more sophisticated tasks with intelligence, such as offering customer solutions suggestions to human supervisors.

OPTIMUM DESK's **derivative modules** uniquely complement and extend the benefits of the main app. OPTIMUM DESK was **the first to launch an IT Service Delivery app with chatbot, speech recognition, NLP, NLG, machine learning, and Intelligent Process Automation** and has since further disrupted the Managed Service Providing industry with innovative solutions such as **ADAM Intop.**

ADAM Intop is advancing more every day.
Developed by our AI experts to drive Managed Service Providers on their road to offer autonomous service delivery for the business success of their end customers, with ADAM you'll have an autonomous process that will automatically solve your customer tickets and you'll no longer need to worry about the pending large number of tickets or solving them fast.

ADAM Intop is autonomous and proactive, preventing possible discontinuities in normal functioning of systems, based on a 24/7 monitoring activity regarding future bugs, viruses, and malware software updates.
ADAM Intop can be set to proactively and autonomously protect and update systems before an outage can strike.

ADAM is capable to deal with the massive workload and data without human intervention, available 24/7 instantaneously; it maximizes service delivery KPIs and ROI by avoiding human errors.
It also detects issues or potential risks on its own and recommends the best solution to maximize the overall performance and stability.

Combining AI with management tools for Managed Service Providers and a multitude of additional perks, **OPTIMUM DESK** represents the future of IT Service Delivery for companies that want to offer their customers a modern, easy-to-use, efficient and cost-effective tool. OPTIMUM DESK is currently implemented in numerous private companies from around the world.

Through a user-friendly Interface, **OPTIMUM DESK** app makes it easier than ever for the end user to create tickets, get support and real-time ticket or system status. For MSPs, keeping in touch with the end users and getting ticket details is one click away, even though live chat. It builds a solid foundation that will create a strong connection between them and the clients, by providing innovative and reliable solutions.

OPTIMUM DESK – Autonomous Service Delivery (ASD)

ADAM Intop AI robot currently recognizes more than 1001 automated scripts and is continuously learning. Tickets are automatically categorized according to their importance, impact on activity and are solved instantly.

It solves tickets but also detects issues or potential risks on its own and recommends the best solutions to maximize the overall performance and stability of IT Systems.

It's versatile and powerful, asking for help by email, screenshots, or chat, ADAM Intop is capable to deal with huge amounts of requests and tasks, improving visibly the efficiency of both MSP's support teams and end-customer.

OPTIMUM DESK – OPTEEMUM (RMM – Remote Monitoring Management)

Provides real-time information about the operating system (mail client, browsers, anti-viruses) but also the degree of usability of the device hardware. Significantly improves user's status in a few clicks without disrupting them;

Manages the operating systems of managed devices by eliminating unnecessary start-up apps, background processes, and unnecessary software updates;

Improves the workstation's performance using dedicated tools (OS Cleanup, Registry optimize, power settings, tune-up and optimization, application and browsing clean-up, privacy setup, setup, and protection);

Get detailed information about the installed operating system, office, email client, default browser, antivirus, firewall, anti-spyware, OS available updates.

OPTIMUM DESK – INVENTOREE (IT Asset Management)

Managed Service Providers can monitor and optimize the company's hardware resources and issue upgrade recommendations at the best value. With a simple and comprehensive interface, MSPs can get complete management of IT infrastructure ensuring an efficient and modern inventory of equipment by applying QR codes to mobile units and fixed workstations or equipment

MSPs can monitor the hardware within a company and can take the best decisions to upgrade

Using **INVENTOREE** MSPs can perform a hardware inventory with device age information, CPU model, HDD data, RAM and Operating System in order to reduce the investments in unnecessary upgrades as the life of equipment increases.

All this information will help MSPs to protect their customer's hardware equipment, always know who, where and how is exploited and also reduce the IT costs by improving the companies hardware resources and user productivity.

OPTIMUM DESK – SOFTSEE (Software Asset Management)

With the help of SOFTSEE Module MSPs have a clear overview of what apps are installed, licensed, updated, and how it is used.

It prevents unnecessary cost with licenses, installation of unwanted software and provides the knowledge of unproductive users and identifies the application's usage rate.

Ideal for identifying software authorized or unauthorized changes for eliminating the risk of unexpected audit visits.

OPTIMUM DESK – EASEETASK (IT Task Management)

Helps MSPs to keep track of individual and team tasks and get them done faster, keep tasks in one place, save time and avoid losing work and information, delegate and track tasks to stay on schedule and hit deadlines.

EASEETASK allows organizing supervised IT projects of medium and high complexity by coordinating tasks progress when clients ask for IT support, allows to check and optimize the status of each task, to see when it was created, started, and closed and who is in charge to accomplish it.

It will improve collaboration, allows MSPs to share files, feedback, ideas, and more so teammates can tap into the same pool of knowledge whenever they need.

OPTIMUM DESK – SECURITEE

SECURITEE Module prevents sensitive information to be stolen or lost, applies data management policies, and also blocks end users from sharing confidential information.

It monitors sensitive consumer data without reading their content and protects against SSN (Social Security Number) or credit card data being compromised.

SECURITEE allows MSPs to control sensitive data exchanges to prevent potential leakages of vital information but also protects them against ransomware like crypto locker attacks.

It offers a real-time view of the files and documents with specific pieces of information like the size and the type. It helps MSPs to manage and view all the transferred files that were made by every device with useful information to prevent them from being compromised.

OPTIMUM DESK – PROTECTEE

The module copies in archives important information within the company so that it can be recovered in case of accidental loss or corruption, damage of equipment, or infection with a virus. It helps the MSPs to reduce and save interruptions or even eliminate them while information about virtual or physical systems is secured and restored in the shortest possible time.

Provide and protect constant copying of data to other media storage other than those working could be restored if the original ones are lost or destroyed.

It allows MSPs to see the settings that were changed and immediately act about a device that got stolen and block the user's log.

OPTIMUM DESK – PROACTIVITEE

PROACTIVITEE Module offers predictability on the good running of devices within the company, about the critical and major alarms, locations, anti-virus, firewall status, CPU usage, memory usage, swap usage, and more features help to predict, prevent, and control the most possible issues.

Some of the features of proactive monitoring are agent-based monitoring, hardware monitoring, active applications, SNMP monitoring, process load, and remote viewer (SNMP Dashboard provides complete and comprehensive insights into performance and availability and ensures the network's health)

PROACTIVITEE Module supports a wide array of hardware including wireless access points, routers, switches, gateways, scanners, printers, and IoT devices, and provides a complete ticket's history of alarms and notifications for all devices with detailed information.

The most important feature of this module is when employee activity is not interrupted by system interruptions their productivity and business growth increase, while support costs decrease.

OPTIMUM DESK testimonials

- OPTIMUM DESK is well known for its:
  Autonomous Service Delivery – solve tickets without human intervention by using an AI robot, capable to fix more than 60% of user requests autonomously

  IT Full-Service Delivery – the first cloud platform that integrates 14 IT Service Management Modules. Manage, monitor and proactively identify IT issues, protect data, optimize consumption and costs.

  Innovating on each ITSM components – better ITAM, more functional SAM, simpler and faster RMM, useful and relevant ITSM for technicians, it empowers companies with the right set of tools to prevent, identify, protect and manage the entire IT infrastructure fast and easy.

  Integrated Customer Interaction Software – the user-friendly app helps the user get real-time support and find quick solutions through a simpler than ever-to-use interface.
  A unique blend of Customer Interaction, EndPoint Management Software and Cloud Management Platform, designed to get troubleshooting done faster and easier, offering a seamless experience to the user for maximum productivity.

"Meet your newest help desk technician. His name is Adam Intop, and he's the proprietary robot (initials "A.I.," get it?) that Optimum Desk's autonomous service delivery module uses to solve over 60% of user requests without human intervention. Other mix-and-match components in what the vendor calls a "Swiss Army Knife" of IT services cover hardware and software asset management, printer monitoring, backup, automated penetration testing, and more. Founded 22 years ago, the company supports over 1.1 million endpoints in the U.S. via its MSP partners."
The ChannelPRO Network
Meet the 2022 ChannelPro Vendors on the Vanguard | The ChannelPro Network

About the company
In 2012, OPTIMUM DESK embarked on an ambitious journey: to advance the way IT Services are delivered through cutting-edge technologies.

OPTIMUM DESK is part of Class IT, a Romanian company with a national presence recognized as a leader in the IT outsourcing services market.
Class IT provides IT support for employees and IT systems through the three divisions:
- the corporate support division,
- the small and medium enterprise support division,
- and the international IT support division.

Transparency, accountability, understanding, and high performance are the key elements that underlie an exceptional collaboration. In addition, the continuous training of our employees is the number one priority.

In over 20 years of experience and continuous improvement, companies benefited from the necessary support to cover the IT risks and the situations of non-functioning IT systems, and we supported the activity of the employees, without interruptions.

OptimumDesk - IT Full-Service Management Platform
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