



WHITE LABEL | HELP DESK | NOC

Partner Services Reference Guide

Overview



**Founded in
1998**



**National &
Global Locations**



**150+
Employees**



Welcome to LincolnIT's White Labeled Help Desk and NOC Support Services. We want to acknowledge that we appreciate the opportunity to create a meaningful and long-term partnership with you and providing world class services for your clients.

LincolnIT provides White Label Help Desk and Network Operations (NOC) services which are dedicated to MSP's that want to increase efficiency and may not want to staff to manage these services. We interface with most major PSAs and tool stacks.

LincolnIT provides Level I-II or III Help Desk end-user assistance and remediation services as well as Network Operations for mission critical network infrastructure.

The Help Desk Services will provide an assigned help desk team to answer incoming calls, respond to support email requests, and resolve issues according to the Standard Operating Procedures (SOPs) set by you. The NOC Service will provide Alert management and remediation as defined and provide escalation services for those critical issues as required and requested by the partner or their end client.

LincolnIT will collaborate with our Partners on the development of SOPs to identify how best we will interact to assure issues are identified and resolved promptly. We can either escalate calls and email requests to Partners escalation team or can contract with LincolnIT to provide Level III remediation services.

What is important to us is that your success is our success. Working as an extension of your practice you maintain ownership of client relations, while we manage your end-users IT Help Desk and or NOC demands. This happens transparently, as we work in tandem; simultaneously giving you a great reflection to maintain your brand reputation.

Help Desk



LincolnIT Help Desk solution is designed to support and empower our Partners offering white label end users support services through phone, email, ticketing systems and or chat. Our team will act as an extension of your team on your behalf.

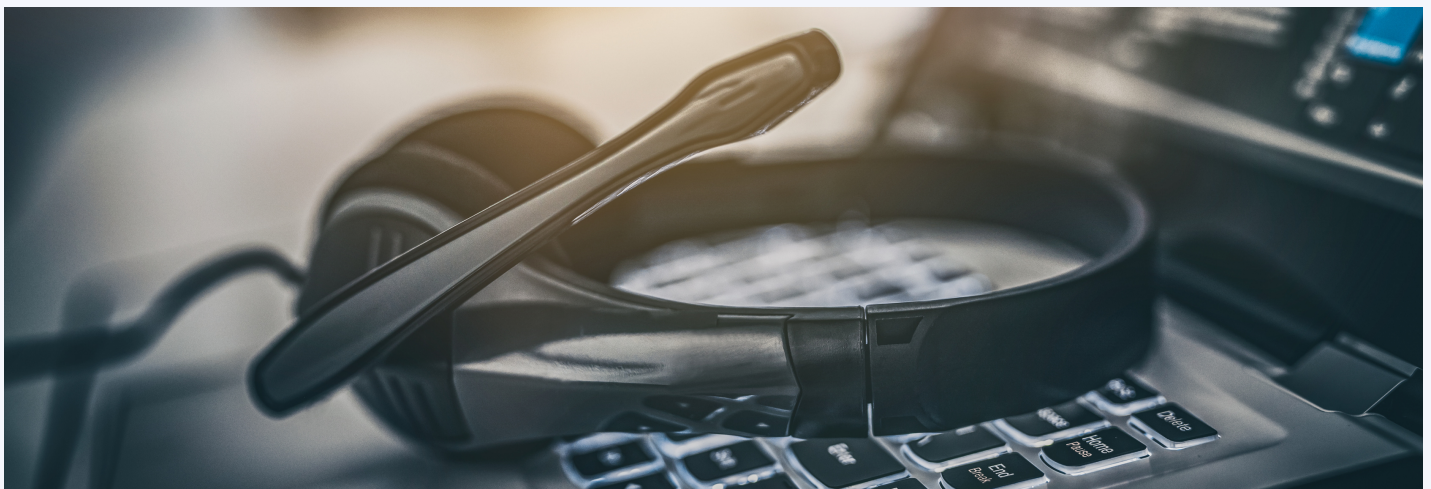


- Provide “White Label” Help Desk service
- Follow the sun support available
- Provide an Assigned Help Desk Team
- Provide a Dedicated Phone Number
- Provide Remote Support Assistance with Level I-II Help Desk remediation services
- Answer Inbound Phone Calls Help Desk
- Emailed tickets will be managed as “emailaddress@helpdesk.com”
- Escalation of tickets can be:
 - Escalated to defined partners IT personnel
 - Escalated to LincolnIT Level III if selected
- Develop Standard Operating Procedures with Partner
- Provide “Sample” SOP’s for common Help Desk tasks
- Provide co-managed onboarding services per end user conversion
- Help Desk Engineers assigned will be Global and/or US based
 - If there is a compliance requirement we can also review options.
- Help Desk integration to “Approved” PSA and tools (see Support Integration)

Initial Screening and Details

To successfully implement the LincolnIT's White Label Help Desk Services the following information will be needed about your current IT environment.

- How is your current service offering being delivered?
- What pricing model is currently being followed (end-users/devices/both)
- Do you currently have a Help Desk
 - In-house
 - Outsourced
- How do you receive request for support
 - Email
 - Phone
 - Ticketing System
 - Chat
- How many commercial clients are in your client portfolio
- How many end-users per client
- How many tickets a day/week/month
 - Help Desk vs. NOC
- What is your tool stack comprised of
 - RMM Tools
 - Help Desk Tools



NOC Service



The LincolnIT Network Operations Center (NOC) supports Physical/Virtual Servers and Storage networks, network infrastructure components, including Firewalls, Switches, Routers, and Wireless Access Points. We also monitor and manage carrier issues of ISP services on our client's behalf. Given our robust NOC services offering we can manage your workstation and server operating systems security patches. The NOC team is staffed by certified LincolnIT Employees and is a 24x7x365 service. US based primary NOC is in our SSAE18/ SOC compliant Data Center.

- Provide 24 x 7 x 365 NOC Monitoring and Alerting Services
- Review and understand existing Monitoring tool sets, Platforms and Workflows
- Assist with the automation best practices of the supported Monitoring Platform
- Help with developing smart alerting thresholds
- Help develop and set Priority and Severity Level alerts
- Collaborate with the Partner to refine processes as needed
- Ensure Escalations requirements are defined and adhered
- Based on SOP:
 - Coordinate with 3rd party vendors
 - Follow dispatch process as needed.
 - Escalate issues to the identified Partner IT Team
- Provide First Level validation and remediation
- Call required ISP's (site outage)
- Develop and modify actionable Alerts
- Maintain and follow defined SOPs for each category
- Provide My Glue license and access, which provides external secure access to IT Glue, a document repository for Third Party contacts and SOP's



NOC Service



Supported Integrations

LincolnIT can provide integration and support services for the following tool sets. This list is not all inclusive and other integrations are possible.

Help Desk

- ConnectWise Manage Integration
- Service Now
- Autotask
- Others may apply

Other Integrations

- Auvik
- ConnectWise Automate
- Logic Monitor
- SolarWinds

Partnership Types Available

MSP White Label Service

- Sell direct to MSP Partner
- Invoice MSP Partner directly
- Support MSP Partner clients as directed

Agent Program

- Sell direct to agent's client
- Agent has day to day Relationship

Referral

- Sell direct to client - referral fee for introduction
- No day-to-day relationship with client
- LincolnIT maintains relationship with client



Channel Futures.
Leading Channel Partners Forward

MSP 501



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We Can Help Grow Your MSP