



I D C T E C H N O L O G Y S P O T L I G H T

Clientless Remote Support Software: A Key Service Desk Tool to Drive User Satisfaction and Productivity

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Mobility and IoT (Internet of things) will continue to drive growth and innovation across all industries that depend on IT resources. The need for remote support of those devices that drive mobility and the IoT within both the enterprise and the small and medium-sized business workplace is greater than it has ever been. Mobile device proliferation has expanded into all corners of the business world, and likewise with cloud based applications, the way that employees work. Smartphones and tablets are now a legitimate necessity for many workers, and this means that support for these devices is critical to ensure employees can remain productive at all times. But equally as important are the traditional systems (servers, storage and networking) that enable cloud and mobile solutions. Utilizing remote software tools that can support a vast majority of these assets go a long way in optimizing datacenter personnel resources.

Cloud and mobile technologies are changing the way companies consume and use IT resources both from a datacenter and end-user device perspective. Given these trends, the need for tools and automation in these new environments is more critical than ever to help optimize deskside services and IT staff. Clientless remote support technology plays a crucial role in both mobility and cloud environments by helping support the need to access resources anytime from anywhere. These capabilities are especially key in cutting operational costs, being able to offer more robust service offerings and providing a better end-user support experience. This IDC Technology Spotlight discusses these trends and the role that LogMeIn Rescue plays in addressing the challenges they pose.

Introduction

Clientless remote support software tools are applications that allow one device to stream the contents of its screen to another device via an Internet connection. These tools give IT support specialists the ability to remotely control devices from almost any system that can access the Web. These solutions include the ability to support servers, PC/laptop's, Apple based devices and the ever increasing mobile operating system and devices. Clientless remote support software tools differ from remote control software because they do not require client software to be pre-installed on the host machine to connect to the guest device. They differ from remote access services solutions in that they have a specific set of functionality that is geared toward an IT support professional. These tools are invaluable resources in today's cloud and mobility landscape.

Enterprises have made substantial investments in what IDC calls the 3rd Platform — an aggregation of interwoven next-generation technologies including cloud, mobile, and social, and big data/analytics capabilities. This new platform is driving innovation in areas such as IoT, Next Gen Security, robotics

and cognitive systems and will play a leading role in the disruption of almost every other vertical industry. These new solutions are key enablers of the industrywide shift to the 3rd Platform, reinforcing that cloud and mobile technologies will play a crucial role in changing the way companies consume and use IT resources.

Trends in the Remote Support Environment

A challenge facing IT groups today with respect to remote support is how they plan to deal with the fragmented device landscape. The device policies an organization has in place make an enormous difference in the way the business handles remote support issues, since many solutions on the market today support only certain mobile operating systems. On top of this, the list of approved devices within the organization can have a direct impact on how much support a user will potentially require. For example, if the organization allows workers to use only Android devices, they are likely to deal with more malware-related problems than an organization that allows users to use only IOS devices.

The Focus on Mobility

Clientless remote support tools are now a primary option for supporting enterprise mobile devices. Vendors are including features such as instant click-to-call functionality, chat capabilities, or Web browser-based applications to enable customers and employees to quickly and easily initiate a session with a support technician. Combined with the integration of mobile functionality, these features facilitate the resolution of issues anytime and anywhere, in a quick and user-friendly manner.

Focusing on Cloud-Based Applications

In terms of remote support, cloud computing poses a number of challenges, especially for service providers. Service providers, including both vendors and pure-play support providers, will need to have a compelling mobility and cloud support story to be able to differentiate their offerings.

With announcements such as the IBM/Apple and the DELL/Microsoft partnerships, we can expect more applications to become cloud enabled. This will make support more challenging. Users will have the ability to download on-demand through app stores anytime, anywhere, and being able to support this new model will put most IT departments to the test. Utilizing remote support tools will be critical in generating adoption of these new cloud-enabled apps. End users will want the ability to ask for assistance as needed.

In addition, remote support for the Internet of Things is possibly the next big industry expansion. With everything connected, how will edge devices generating massive amounts of data be supported? Remote support of these devices will be the next battleground in the near future, and planning strategies today on how to effectively grab a piece of that market will be imperative for players in the clientless remote support space. Going forward, IT will be asked to support new device types and applications. Offerings that can

support many device types, operating systems, and applications will be perceived to have high value. The same applies for those that handle PCs, laptops, servers, storage, and networks. Best-of-breed solutions can tie directly into ticketing systems to provide seamless support. SMB and other segments mentioned previously have little or no IT infrastructure support and can benefit greatly from support organizations.

Enterprises should look for tools that support a robust set of operating systems, devices, and applications.

The featured benefits that service providers and enterprise help desks of all sizes should look for include:

- Ability to support a large number of devices
- Ease of implementation and use
- Ability to support users on an anytime, anywhere basis
- Seamless integration with existing systems
- Deep relationships with OEMs

In turn, these benefits equate to the following:

- Faster time to resolution
- Greater customer satisfaction
- Better operational efficiencies in delivering support
- Expanding wallet share (for service providers) by supporting more applications

As the Internet of Things expands, support providers can assist in its development by creating help desk abilities to monitor devices, collecting the data from these devices, and providing assistance when devices malfunction.

Customer 1

According to Darrel Solanki, CIO at Dover Federal Credit Union, LogMeIn has helped the company overcome the challenge of controlling and managing a multitude of devices. Dover Federal Credit Union has over 300 devices being supported by LogMeIn Rescue software. These devices include desktops, laptops, tablets, and smartphones. Being a financial institution, the company turned to LogMeIn because they needed a way to securely standardize the way these devices were being remotely supported therefore LogMeIn's multi- platform remote support Rescue was a big driver for the bank. In addition, the service's "ease of use" as well as its effectiveness highly contributed to why Dover Federal Credit Union chose to partner with LogMeIn.

There are several other features within LogMeIn Rescue that the technicians at Dover Federal Credit Union specifically enjoy, these include; the ability to control a user's device remotely from any device; it allows the technicians to see dual screens where in the past with other products, you could only see one and it was difficult to maneuver around; whiteboarding where technicians can easily markup details to the end user so they can easily direct users on what to do; and tying in easily to the helpdesk ticketing system.

From a pricing standpoint, LogMeIn was very flexible in creating a customized agreement for Dover Federal Credit Union and therefore the company applauds the way LogMeIn was able to work with them. For Dover Federal Credit Union, LogMeIn is an enabler for its business and this allows the technicians to do what they need to do to get the job done.

Customer 2

Dell, an innovative technology and services company, has used LogMeIn solutions for the past 10 years. Dell supports over 100,000 end users using LogMeIn Rescue on desktops, laptops, and servers. Dell uses LogMeIn Rescue for supporting enterprise end users within a number of verticals such as the healthcare and financial services sectors. For Dell, LogMeIn Rescue is a great tool that

enables a secure environment for many of their sensitive enterprise customers. According to Rudy Regalado with End User Services at Dell, the support that LogMeIn offers has been very helpful, especially when speaking with sensitive customers that have concerns over security. The relationship with working with the LogMeIn team has also proven to be simple and easy for Dell. Regalado noted that any time Dell needs support, LogMeIn's team is readily and eagerly available to assist them. Dell also applauds LogMeIn for being supportive in listening and then replying and customizing feature additions that Dell needs in supporting their customers.

Another reason that Dell continues to use LogMeIn Rescue is because of the ability to access a users' desktop quickly and with no lag time. Dell tested several LogMeIn competitors. They typically took longer than a minute for an agent to see a desktop. With LogMeIn Rescue the agent was able to see the desktop faster than with any other remote solution, speeding up Dell's support service time. In addition, the integration and seamless capability with Bold Chat and Rescue has also been an enabler for Dell when using LogMeIn Rescue. The ability to be in Bold Chat mode and then with a few clicks remotely access a users' desktop has helped enhance the end user's experience and service time.

Although Dell enjoys partnering with LogMeIn, there are some challenges when working with LogMeIn Rescue. For example, Dell would like to have a better way to manage their end user contracts. Dell would like to see a solution that can help manage these multiple contracts especially as it is applied for services providers with multiple customers. Another key challenge is the integration with mobile device management (MDM). Regalado noted that many of Dell's customers have MDM solutions and it would be easier to use LogMeIn Rescue via a mobile device if the solution was easily integrated into one mobile support packages.

Considering LogMeIn Rescue

Founded in 2003, LogMeIn is headquartered in Boston, Massachusetts, with major facilities in Europe and Asia. One of the leading providers of clientless support software solutions, LogMeIn remains a top vendor position in the clientless remote support market, according to IDC 2015 market data. The company has seen an excellent trajectory for expansion in this market, experiencing good year-over-year growth.

To start differentiating itself, LogMeIn is targeting the IoT market space and utilizing the functionality of Lens to do so. The product is targeted at a number of verticals, including healthcare, technology, education, and telecom. Lens enables technicians to troubleshoot issues as if they were physically onsite themselves, or to collaborate with other team members if they themselves are onsite. This feature also allows customers to solve issues that they would otherwise have to call a professional to fix, saving them time and money. These features add a great deal of benefit to both the technician and the customer alike. These benefits include:

- Reduced time needed to diagnose or troubleshoot issues that may be difficult to explain over the phone, and provide guided instructions such as wiring procedures, model and serial number locations, or assembly instructions
- Persistent on-screen customized prompts that enable technicians to identify specific components or problem areas quickly to the customer
- Record and log sessions for later reference
- The ability to assist a larger volume of customers in a shorter period of time, not only increasing technician productivity but also reducing customer wait times - potentially increasing customer satisfaction

LogMeIn Rescue Lens is a smart and natural evolution of the Rescue remote support portfolio and was initially made available for iOS, iPad, and Android devices in April 2015. Extending remote viewing support capability through the use of mobile devices provides support technicians with a broader set of options when assisting customers or onsite technicians. It is not surprising that LogMeIn has included this feature into Rescue given its success in the desktop remote support market and underscores LogMeIn's "Support of Things" campaign as an extension of its Xively IoT platform. The whiteboarding capability of Lens gives LogMeIn a leg up on its competitors with similar offerings but should stay aggressive and consider adding Windows support to Lens on the horizon of the Windows 10 release. Nevertheless, Rescue Lens is an innovative and useful remote support tool and is a thoughtful addition to the ever-growing IoT market, solidifying LogMeIn as an early innovator in this space.

One of Rescue's other intriguing features is Click2Fix, a tool that permits one-click fixes for common mobile device issues. Features include remote control and view, which allows the technician to see the user's device and use a whiteboard, laser pointer, screen capture and recording tool, and more. An alert bar displays notifications of application, battery, or firmware issues, and a battery optimization feature pushes settings to optimize battery life. Click2Fix also incorporates a predefined Access Point Name (APN) push functionality, radio toggles for connections such as Bluetooth or WiFi, and URL push, which sends a URL to an end user's device. This proactive guidance is designed to reduce support costs and processes. Click2Fix also checks the user's device to ensure the OS is updated and that there are no harmful apps or malware issues on the device.

Rescue enables the support of PCs, Macs, smartphones, and tablets, including iOS, Android, BlackBerry, and Windows Mobile devices. The solution enables technicians to remotely configure iOS and Android connectivity settings, including WiFi network setup and APN settings

LogMeIn also provides solutions for remote control, file sharing, systems management, data backup, business collaboration, and on-demand customer support of PCs, servers, Macs, smartphones, and other connected devices. In terms of clientless remote support, the company provides solutions for businesses and IT service providers to remotely support, manage, and back up hundreds or thousands of desktops, laptops, servers, kiosks, and POS machines, as well as the applications that run on them.

The company's clientless remote support product is Rescue. LogMeIn Rescue is targeted at support service providers and IT departments of all sizes, with the goals of enhancing the end-user support experience and reducing overall support delivery costs. Rescue is designed to help support professionals route end users to the most appropriate support channel for faster issue resolution. Solutions are geared toward cloud applications and mobility.

Cross-platform capabilities include support for Windows PCs, Macs, smartphones, and tablets and provide mobile device support for the major brands, including iOS, Android, BlackBerry, and Windows. According to the company, Rescue is the only solution on the market that enables the remote control of Sony, HTC, and Motorola devices.

Key features of Rescue include single-click support sessions, autorouting, and multitechnician support. LogMeIn has initiated leading-edge efforts in quick-fix technologies. For example, Rescue's Click2Fix permits one-click fixes for common mobile device issues (this feature will prove beneficial as we enter the age of the Internet of Things). Support teams are provided with the ability to self-diagnose, remediate, and divert costly Level 1 calls.

Other features include remote control and view, laser pointer, and screen capture recording tools. Using these tools, technicians can remotely support a multitude of operating systems, applications, and devices. The tools enable support personnel to:

- Increase first call resolution
- Reduce returns
- Decrease total support time
- Reduce escalation by allowing "lower"-level engineers access to tools that can solve complex customer issues
- Increase customer satisfaction and overall experience

Rescue has the ability to connect to any help desk system by customizing using Rescue's open API or out of the box with built-in integrations that include Salesforce.com, Zendesk, ServiceNow, Autotask, ConnectWise, Spiceworks, and BMC. The company is also working toward IoT solutions and allowing remote devices to self-remediate.

Challenges

While LogMeIn continues to expand its portfolio of solutions including support for the IoT, it will need to find a way to market and cross-sell its portfolio to existing customers as well as new customers. Many companies have made investments in personnel and tools to expand their service desk capabilities. Getting them to switch may prove difficult.

LogMeIn also needs to further integrate its solutions as smoothly as possible into its existing cloud offerings, providing customers with a cohesive solution that is easy to navigate and use. In addition, as with any player in a market leader position, it will be a target for competitors. It's imperative that the company keep up its technology improvements and its marketing efforts to maintain its dominant position.

Conclusion

The explosion of BYOD models in the enterprise environment, combined with the introduction of lower-cost yet more powerful mobile devices, is an indicator that enterprise and consumer users and IT staff will increasingly have the capability of being productive even when they are on the road. As a result, clientless remote support technologies that are optimized for mobile devices or perhaps native mobile apps to allow IT to support employees at any time and from any location will play a major role in supporting the new style of IT.

The trend toward a greater enterprise mobile footprint will spur growth. The continued explosive growth toward a mobile world, and subsequently the consumerization of IT, is creating massive demand for device support. Enterprises have to meet developing support needs in an efficient manner. The demand for rapid mobile support resolution has produced solution sets that can quickly resolve most mobile and other computer issues.

Clientless remote support solutions are built to access and support a multitude of devices from the datacenter to the smart device. To remain competitive in this market, vendors must be able to address the needs of users. It is important that an enterprise consider offering this type of support for employees on either the corporate-liable model or the employee-liable model.

Solution sets such as those from LogMeIn, in tandem with the latest security software, will enable IT managers to properly support their employees as they become further mobilized. Such a solution is desperately needed within IT environments of all types. The ability to provide assistance without a truck roll will ultimately provide operational cost savings to support providers, in turn helping lower the cost of these services to end users. Vendors or solution providers that can develop a full-service solution to address these environments will find a dedicated customer base. LogMeIn offers solutions

that specifically address many of these requirements. IDC believes that to the extent that LogMeIn can address the challenges described in this paper, its support offerings are well positioned for success in this growing and dynamic market space.

A B O U T T H I S P U B L I C A T I O N

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