

XVOLV

OPINION · MSP GLOBAL

Green Dashboards, Broken Promises

The managed-services model was built on uptime. Uptime is no longer the thing being bought.

> **Stop selling uptime. Start proving outcomes.**

Every managed service in this market can put a wall of green in front of a customer: uptime met, tickets closed, response times inside target, all on one clean dashboard. Far fewer can prove the customer's work actually got done. That gap used to be invisible, and while it was invisible it was survivable. It is becoming the fault line the model sits on, and customers can increasingly see it even when the tools cannot.

The thing being measured has changed

Most monitoring answers one question: is the infrastructure up. Customers stopped asking that one years ago. What they ask now is whether their people could actually do the work, and the standard dashboard does not measure it. The numbers show the gap. Fewer than six in ten network problems are caught before a user feels them, which means a large share reach the provider as a complaint from the person already affected. Of the alerts the tools raise, only about a third point to a real problem; the rest is noise a team is paid to sort. A link can pass every check while the application on it struggles, and the first anyone hears of it is the phone.

Green on the outside

The industry has a name for a dashboard that reads fine while the user is frustrated: the watermelon, green on the outside and red within. It is not a glitch to patch. It is built into the contract, because the contract measures how the work was handled, not whether it got done. You can meet every target in the agreement and still leave the customer short, and the agreement will record it as a success.

That has become more than an operational irritation. The customer tends to feel the distance between the report and their day before the provider does, because the instruments are not pointed at their experience, and the first clear signal is often the renewal that quietly does not close. The market's move from service levels to experience levels has happened for exactly this reason: uptime stopped predicting whether the customer would stay.

Least visible, most likely to fail

And the part of the stack that is hardest to see is now the part most likely to break. Network and connectivity issues are the most frequently reported cause of end-to-end IT-service outages, ahead of power. The network became the most common point of failure at the same moment it became the hardest to observe from a standard toolset, and that gap tends to land on the provider, in the provider's name, at an awkward moment.

Proof is becoming the dividing line

The model built on selling uptime is running out of road, and the split in this market over the next few years looks straightforward. On one side, providers selling an availability they cannot connect to the customer's experience. On the other, providers who can prove the outcome. Over time the second

group tends to win the business, one renewal at a time, because trust built on evidence does not move easily.

Proving the outcome takes two things most toolsets do not have. It takes seeing what the user actually gets, the wireless and wireline experience at the site, down to whether the applications the business runs on are performing; XVOLV Beacon and Link do that, and Beacon forecasts the signal metrics at better than 96 per cent accuracy up to an hour ahead. And it takes evidence that survives a challenge: Parallax computes what the service delivered independently, above both the provider's systems and the customer's, the same inputs producing the same number every time, so what you put in front of a customer holds up whether it flatters you or not. Delivered as your capability, powered by xvolv.

Uptime was a promise you could make. An outcome is a promise you can prove, and it is the one customers are now buying. The providers who recognise that first will be hard to shift, because a customer rarely moves away from someone who can show their working. It is a choice worth making early, while it is still yours to make.

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