



## Value Advantage Launches Operations in Asia

*Leveraging technology and an innovative business model, to enable business transformation and cost savings for IT service providers.*

Singapore ([PRWEB](#)) November 11, 2009 -- Value Advantage, Asia's first Master Managed Services Provider (Master MSP), launched its "Value Drivers" programme today with an aggressive goal to recruit 30 MSP partners by March 2010. Headquartered in Singapore and serving MSPs across the region, Value Advantage's model will change the way IT services are delivered and positioned in Asia.

Value Advantage applies industry-leading Remote Monitoring and Management (RMM) technology to an innovative business model, which enables Asia's IT service providers to sell and deliver more services to more clients, more profitably. It also delivers unique competitive advantage to the MSP's small and medium enterprise (SME) clients.

According to Greg Lipper, co-founder and chief executive officer of Value Advantage Pte Ltd, "Value Advantage applies new thinking to the old problem of selling and delivering managed services in the SME market segment. We offer our partners proven MSP technology on a pure Software as a Service (SaaS) model. Our business model also helps MSP partners in our Value Drivers programme to grow their customer base, and increase the revenue and profit generated from each client."

Value Advantage's primary offering is hosted access to Managed Workplace, the RMM solution used by 3,000 MSPs in 30 countries. For the first time, MSPs in Asia will be able to leverage this field proven solution which provides fast, deep and accurate discovery and 7X24 monitoring of all IT assets. This enables MSPs to spot, diagnose, and fix issues quickly, proactively, and remotely, thus helping them reduce trips to the desktop while improving quality of service. The MSP's clients also benefit from the higher level of service and reduced downtime.

"Many SMEs across the region operate and compete in an increasingly IT-intensive environment," explained Mr. Lipper. "This dependence on IT in the workplace, coupled with the cultural expectation for fast and effective services, leads to a zero tolerance for IT downtime. Value Advantage enables MSPs to provide a level of IT automation, monitoring, and management best practices that 100 engineers working manually could not match. This allows MSPs to meet their customers' expectations of excellent, reliable and affordable IT services, without requiring any additional resources."

About the Value Drivers programme:

The Value Drivers Programme is designed to drive value for both the MSP and their clients. The programme includes the following benefits for MSPs who become Value Advantage partners:

- Extremely competitive prices on RMM subscription
- Free trial licenses for each prospect
- 10 qualified leads per quarter
- Free customer implementation assistance



- Free sales and marketing tools and collateral

About Value Advantage:

Value Advantage Pte Ltd enables SME-focused Managed Service Providers in Asia to sell and deliver more services to more clients more profitably. Value Advantage is Asia's first host of Level Platforms Inc's Managed Workplace, the industry-leading Remote Monitoring and Management platform designed exclusively for use by Managed Service Providers.

For more information, please visit <http://www.valueadvantage.asia/>

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