

Edstrand Technology Services

MEET THE MSP

Chad Edstrand, Founder of Edstrand Technology Services and IT Director at North Lake School District in Wisconsin

North Lake School District:

- 329 students
- 24 classroom teachers



Location

Waukesha, Wisconsin

About ETS

- IT and cybersecurity services for small businesses and school districts
- Virtual IT Director

Challenge

Scrolling Reddit threads can be a fun way to pass a Saturday afternoon. But it's not always the most effective way to find IT solutions.

For Chad Estrand, he didn't know where else to turn at the time. Not only was he the full-time IT director at a school district, but he also had a growing side business, Edstrand Technology Services. With so many moving pieces to manage, Chad quickly realized he needed more robust solutions than what he could find on message boards.

Chad needed a tool that could help protect the identities of all his clients (both through his side business, and the students and adults within his school district).

“I knew identity management was a big blind spot for me. No matter how many posts I saw while lurking on Reddit, none of them covered identity.”

— Chad Edstrand, Founder of Edstrand Technology Services and IT Director at North Lake School District in Wisconsin



Challenge (cont.)

But Chad was also dealing with wild cards: aka students (and adults) clicking on anything that came their way and not caring much about privacy or security. What he really needed was visibility over who was doing what – so he could plan how to protect them.

Solution

Once he learned about SaaS Alerts, Chad quickly integrated its monitoring tools into his work. This helped him more easily keep track of the login locations of his clients' employees. For example, one of his Edstrand Technology Services clients had a franchise model, and SaaS Alerts helped him monitor where franchisees were logging in from around the world – vital information to prevent illegitimate logins.

He also used SaaS Alerts' real-time alerts to quicken his response time if he did notice something out of the ordinary. Previously, he had to retroactively run a report of activity, then determine his action plan based on what had happened days or even weeks earlier. But with SaaS Alerts, he could finally see that behavior in real time.

Results

Chad is a unique SaaS Alerts partner in that he uses the platform for both his own business and at his full-time job.

Thanks to SaaS Alerts, here are some of the benefits Chad enjoys:

Increased Visibility – and Peace of Mind

SaaS Alerts has helped Chad monitor his clients' login locations, which files they're opening and what they've connected to their user accounts.

With more clarity on what's happening, Chad can develop more insights into where he should focus his energy, how he can educate his clients on potential risks and more.

Without that visibility? It would be like going back to the Stone Age, according to Chad.

“The more I can see, the more I can protect.”

– Chad Edstrand, Founder of Edstrand Technology Services and
IT Director at North Lake School District in Wisconsin



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Results (cont.)

An Easier Time Planning Ahead

With that extra visibility over everything going on, Chad can better look ahead. If he can see, for example, that an employee has connected 120 third-party apps to their user account (true story), Chad can bring that info to leadership and say, “What are all these? What data has been shared? Are all these apps necessary or can we disconnect some?”

SaaS Alerts’ monitoring capabilities empower that proactive approach – which is much better than sitting back and waiting for someone to breach one of those 120 apps and steal a user’s data.

Higher Client Trust

Chances are, most clients have no clue what’s going on behind the scenes of their organizations when it comes to IT security. So having a knowledgeable MSP in their corner like Chad inspires peace of mind.

Through SaaS Alerts reports, Chad can easily collect data on alerts that have popped up for his clients, see which ones he’s followed up on, and gather info about potential security concerns. Not only do those reporting capabilities keep Chad organized, they also keep his clients informed of the important work he’s doing.

A Way to Scale Without Burning Out

Since Chad is doubling up on his work – as a full-time IT director with a side business – he has a lot to do. And in the MSP world, that can be a recipe for burnout.

But with SaaS Alerts, Chad can keep “eyes” on what’s happening, even when he’s not working. He gets 24/7 monitoring, without having to work the 24/7 schedule.

A Tool to Help Develop His Best Offer for Future Clients

Since he’s still running his MSP business on the side, Chad is in the early days of clarifying and refining his offers to potential clients. But in his time using SaaS Alerts, one piece is clear: the platform is vital to what he brings to the table.

He’s already seen the value of SaaS Alerts on multiple levels. Not only does it create peace of mind for both the school district and his other clients. It also gives him a markup opportunity within his own business that can help drive better profit margins. And as Chad continues to hone his ideal niche, he knows SaaS Alerts will be a core part of anything he offers in the future.

“I’m really focused on trying new tools and coming up with the best options – and then figuring out how to charge for that. All I can say is SaaS Alerts will be part of any stack I offer moving forward.”

– Chad Edstrand, Founder of Edstrand Technology Services and
IT Director at North Lake School District in Wisconsin

[Let us know](#) if you’d like to learn how we can help you Cover Your SaaS.