

# Fixico mass-markets advanced endpoint management capabilities

*IBM Endpoint Manager architecture provides affordable scalability*

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## Overview

### A computer management gap for consumers

Nontechnical computer users needed access to an affordable, easy-to-use tool for managing, optimizing and securing home computers.

### Bringing enterprise technology to the mass market

CloudIT-All Ltd. developed and launched Fixico, a cloud-based computer management service founded on IBM® Endpoint Manager software.

### Lightweight architecture

The lightweight Endpoint Manager architecture helps CloudIT-All support the Fixico service on 250,000 devices on one server, making it viable for the consumer market.

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## Solution Component

### Software

- IBM® Endpoint Manager

Founded in 2012 and based in Herzliya, Israel, CloudIT-All Ltd. developed a cloud-based computer management service called Fixico ([www.fixico.com](http://www.fixico.com)). The service proactively scans and identifies potential software and hardware problems; monitors performance all day, every day; and provides consumers with advanced virus protection for home computers.

## Challenge

Although individuals are no different from multinational corporations in their desire to optimize computer operation, safeguard data and keep applications current, they typically lack the requisite level of technical expertise or access to technical resources. Complex but necessary computer management services such as patch management, application updates and PC diagnostics have largely remained unattainable for the mass market.

Individuals have been able to subscribe to stand-alone services for endpoint management, but the resulting portfolio is often a patchwork of discrete products, increasing consumer cost and complicating management. CloudIT-All founders saw a business opportunity in consumers' lack of computer maintenance options. They realized the need for an affordable, comprehensive, easy-to-use cloud-based computer maintenance service that could be readily installed on millions of home computers.

## Solution

CloudIT-All developed and launched a cloud-based home computer maintenance service called Fixico. From the beginning of the service's development, CloudIT-All co-founder and chief executive officer Alex Varshavsky used IBM Endpoint Manager software as the foundation. "IBM provides one of the best, if not the best, endpoint management solutions on the market today," he says. "Our goal was to streamline this enterprise-level technology and provide it to potentially millions of consumers as a service on the cloud."





Using its proprietary installer appliance, CloudIT-All implements the Endpoint Manager agent on each customer computer. Varshavsky cites the agent's extremely small footprint as one major factor in his company's ability to deploy a viable mass-market endpoint management service such as Fixico.

Based on information received from the Endpoint Manager software agent, the Fixico service automatically determines which OS patches, application updates or system configurations are necessary and proactively applies these changes to the endpoint computer. Additionally, the Fixico service communicates emerging hardware, performance and memory-related issues to the user.

Varshavsky believes an Endpoint Manager software-based infrastructure is the most efficient and affordable available to CloudIT-All as it scales its operations. "There are significant architectural challenges associated with taking care of millions of computers," he says. "With Endpoint Manager, we can support about 250,000 endpoints on one server, so that will create significant savings for us as we grow."

## Benefits

- Supports launching the cloud-based endpoint management service for the consumer market
- Maximizes server use by supporting 250,000 endpoints on one server, creating major savings for the company as it grows
- Monitors endpoint performance and security and proactively applies updates as needed

## For more information

To learn more about IBM Endpoint Manager software, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:

[ibm.com/tivoli/endpoint](http://ibm.com/tivoli/endpoint)

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— Alex Varshavsky, co-founder and chief executive officer, CloudIT-All

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