

How MSP nicos Leverages LogicMonitor to Cut Development Time in Half



nicos: A leading German MSP scaling with its customers in the cloud

INDUSTRY

MSP

PRODUCTS

LM Envision

LM Website Monitoring

SOLUTIONS

- + Hybrid monitoring and observability
- + Cybersecurity and WAN implementation
- + 24/7 monitoring and service

CHALLENGES > RESULTS

- + Increasing network complexity > leveraged existing LogicMonitor modules to speed up new customer onboarding
- + Delays in on-premises system updates > shifted from legacy to cloud monitoring systems for 24/7 visibility
- + Time-intensive solutions development > leveraged custom ServiceNow integrations to reduce manual load

KEY OUTCOMES



50% faster deployment and update time thanks to ServiceNow integrations



Real-time alerting through the use of event-driven technologies like message brokers.



Improved agility and responsiveness across global networks.

nicos GmbH is a German-based MSP focused on secure, global data communications and high-performance WAN/IT security infrastructure for medium-sized companies.

nicos is a managed services provider (MSP) that empowers mid-sized businesses to overcome the limitations of standard internet service provider (ISP) solutions. By delivering expert detection, response, and monitoring services, nicos allows companies to forgo the costly effort of building in-house networking and observability teams — and provides a trusted, end-to-end solution for seamless IT performance and security.

As nicos' customer base grew in both technological needs and global footprint, the MSP found that it needed improved technology to effectively support its scaling operations.



LogicMonitor delivers ready-to-use modules for many different vendors. This out-of-the-box monitoring already delivers good visibility, so we can focus on optimizing solutions for our customers."

Sebastian Lemke, Solutions Architect, nicos

CHALLENGE: Customizing client systems without excessive development demands

Before implementing LogicMonitor, nicos faced:

- Technical complexity related to deploying on-premises monitoring systems across businesses with multiple locations around the world.
- Time-intensive manual development to customize or update any customer's solution.
- Multi-hour delays in system updates and deployment of new monitoring endpoints.

This complexity, and its associated challenges, was due to the way that nicos' original proprietary, on-premises solution worked.

"We had a self-developed configuration management database (CMDB)," said Sebastian Lemke, Solutions Architect at nicos. "When we made changes in the CMDB, such as changing an IP address or activating and deactivating services, our changes were only reflected twice per day in terms of monitoring."



With LogicMonitor, we don't lose time on repetitive tasks in our daily business."

Sebastian Lemke, *Solutions Architect, nicos*

This self-developed system allowed nicos the required flexibility to meet every customer's needs. But onboarding could be slow — and increasing network complexity meant that every project required extensive manual development work. This time-consuming process, coupled with delayed alerts, meant that nicos' customers could potentially experience outages and other technical issues leading to poor service delivery and even loss of revenue.

"In the past, it was quite simple. One router, one line connected to that router, and so on," said Lemke. "But now we have cloud services and SD-WAN services where a device is connected to multiple lines. It's a more diverse technical landscape."

The nicos team knew that their customers needed better real-time observability across scaling networks — and was committed to delivering just that. They knew it was time for an upgraded approach to observability.

"We needed a system that was more flexible and let us be faster to integrate new technical services," Lemke said.

Why nicos chose LogicMonitor

The company needed a solution that could:

- Meet or exceed their existing level of customization to assist customers whose systems were unsupported by traditional ISP offerings.
- Exist in the cloud for faster onboarding and deployment across worldwide operations.
- Support automation processes to reduce manual work required during each onboarding or update process.

Ultimately, the nicos team chose LogicMonitor thanks to its:

- **Existing modules:** "LogicMonitor helped us get custom projects up to speed a lot faster because several modules were already provided," said Lemke. "We could set up monitoring for those individual service constructs very quickly."
- **Easy customization via API:** The nicos team went beyond existing modules and developed custom integrations with the LogicMonitor API and ServiceNow.
- **High-touch support:** "It's so good to have our Customer Success Manager at LogicMonitor standing by and it's not an anonymous solution," said Lemke.
- **Cloud environment:** As nicos' customers' operations expanded, the company needed a solution that could be deployed anywhere, any time without on-premises hardware.

"Flexibility was important for us to have in a system. And we needed a software as a service (SaaS) solution where we aren't operating the major parts of the infrastructure on our own," Lemke said.

This means that whether a customer is located in Germany or has operations in Brazil, nicos can:

- Deliver faster, streamlined, high-quality monitoring services to customers through service-based hybrid observability.
- Monitor SD-WAN environments, firewalls, security appliances, network nodes, intercontinental links, and more.
- Continue to customize and scale monitoring solutions to fit each customer's system and requirements.

"We've developed our own integrations for LogicMonitor that give us overlay, underlay, and other specific services for unique use cases," said Lemke. "It's a well-oiled machine."

The immediate impact of LogicMonitor on customer onboarding and reporting

After deploying LogicMonitor and ServiceNow, nicos saw immediate improvements like:

- **Faster customer onboarding** > A 50% reduction in manual configuration and development time
- **24/7 operations and updates** > Event-based service interfaces that support real-time updates
- **Improved alerts** > Near-instant alerts when part of a system changes or disables

IMPROVED ONBOARDING AND DEPLOYMENT

The cloud-based, easily-scalable nature of nicos' LogicMonitor and ServiceNow integration means that they can onboard new customers faster than before, regardless of operational footprint or complexity.

"When we're deploying new customers' projects, we have anywhere from five to more than 300 sites to deploy," said Lemke. "And LogicMonitor doesn't require us to spend time doing everything by hand."

A 50% reduction in time spent doing manual processes means that the nicos team has more time to focus on making tailored improvements to the services they deliver. This, in turn, allows their customers to rapidly move from a state of confusion and operational noise to clear, continuous observability.



FASTER ROOT CAUSE ANALYSIS AND REPORTING

The nicos team, and their customers, used to have to wait for updates to sync at two designated times per day. Now, thanks to an event-based service interface that continually updates, alerts are nearly instant.

This real-time monitoring empowers nicos' customers to ensure their operations have the best possible uptime, further cementing nicos' place as a leading MSP in the German market.

What's next for nicos?

With their flexible LogicMonitor and ServiceNow integration in place, the nicos team is continually looking for new ways to improve how they collect and leverage data.

"We're heavy users of the service insights layer because at nicos, we've always focused on delivering complete services and customized solutions — not just managing individual devices or lines," said Lemke. "Our dedicated team continuously explores ways to integrate multiple sources of information and leverage AI to improve the efficiency of our monitoring systems."



LogicMonitor matches our DNA, since nicos is strong at delivering individual services. We can keep our 24/7 operational excellence high."

Sebastian Lemke, *Solutions Architect, nicos*

What other MSPs can learn from nicos

The impressive results seen by nicos — such as their 50% reduction in manual efforts — illustrates just how beneficial it is for MSPs to make a shift away from legacy monitoring systems.

By embracing hybrid observability like nicos, MSPs worldwide can:



Improve customer experiences regardless of geographic location.



Empower mid-size businesses to provide better experiences to their own customers through real-time monitoring and alerts.



Scale in a realistic, manageable way by utilizing targeted automation and custom API integrations.

Making the move to the cloud doesn't have to be a disruptive experience, either: nicos continued to offer monitoring solutions to customers while building their new, better system with LogicMonitor.



We have really tight integration across multiple levels. If something is disabled, it gets reflected nearly instantly to LogicMonitor.”

Sebastian Lemke, *Solutions Architect, nicos*

ABOUT NICOS GMBH

nicos GmbH is a German-based MSP focused on secure, global data communications and high-performance WAN/IT security infrastructure for medium-sized companies. For over 25 years, nicos has provided flexible, reliable support to internationally renowned German brands, market leaders, and hidden champions. As a member of the Xantaro Group, nicos is part of a strong network for innovative high-performance network solutions. For more information, visit nicos.group.

ABOUT LOGICMONITOR

LogicMonitor® is the AI-first hybrid observability platform powering the next generation of digital infrastructure. LogicMonitor delivers complete visibility and actionable intelligence across on-premises, cloud, and edge environments. By anticipating issues before they strike, optimizing resources in real time, and enabling faster, smarter decisions, LogicMonitor helps IT and business leaders protect margins, accelerate innovation, and deliver exceptional digital experiences without compromise. For more information, visit www.logicmonitor.com and [our blog](#), or follow us on [LinkedIn](#), [X](#), [Facebook](#), and [YouTube](#).



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