# SuperOps secures $25 million in Series C funding to enhance AI capabilities



SuperOps, an AI-driven IT platform based in Clayton, Delaware, has announced a successful fundraising effort, securing $25 million in Series C funding. This significant investment, led by March Capital and supported by existing investors Addition and Z47, propels the company's total funding to $54.4 million. The primary aims of this funding round include enhancing artificial intelligence (AI) research and development, broadening its service offerings for mid-market and enterprise Managed Service Providers (MSPs), and solidifying its presence in global markets.

Arvind Parthiban, the co-founder and CEO of SuperOps, articulated the company's vision for the future, stating, "AI-driven solutions are scalable, and we’re building them with a global audience in mind. As we expand, we’ll continue to innovate, ensuring our products meet the needs of each market." Parthiban shared insights into the performance of the company, indicating a remarkable growth of 250 percent last year, with expectations to achieve more than 100 percent growth by 2025. He noted ambitious targets for next year, with goals of 300 percent growth and expansion into new regions outside the United States, where the company currently serves 70 percent of its customer base.

As part of this expansion, SuperOps is preparing to launch an endpoint management tool aimed specifically at internal IT teams. This new tool is designed to improve productivity by streamlining operations and addressing the challenges faced by IT departments across the globe. Parthiban remarked, "Our goal is to grow by 300 percent next year, and I truly believe we have the right product and the right team to get there."

SuperOps’ integration of AI into its products is exemplified by “Monica,” an AI companion that automates routine tasks for MSPs. Parthiban described Monica as an integrated solution throughout the platform, capable of summarising emails, providing daily ticket insights, and producing profitability reports. He envisions future developments for Monica that will empower MSPs to anticipate and mitigate issues proactively, adding that users have already experienced up to a 30 percent improvement in operational efficiency attributed to this tool.

Discussing the future of SuperOps, Parthiban reiterated the significance of the funding for their strategic goals, specifically by enhancing their AI capabilities and addressing the unique needs of new markets. He stated, "Expansion and product development go hand in hand," highlighting their planned geographic growth into regions like the UK, Europe, and Australia, which will involve localised support to accommodate non-English-speaking markets.

The competitive edge that SuperOps maintains is built upon continuous collaboration with customers, as all new features are developed with direct input from MSPs. Parthiban emphasised the importance of a feedback loop in guiding their product offerings, stating, "We prioritize solving customer problems with technology like AI, rather than just following trends."

Analysing the broader impacts of AI on the IT landscape, Parthiban noted a significant transformation in operational management for IT service providers. He predicted a shift from traditional break-fix service models to outcome-based pricing structures, driven by the value delivered through preventive and efficient service offerings made possible by AI technologies.

As SuperOps moves forward with its development and expansion, Parthiban conveyed optimism to partners and stakeholders, stating a commitment to providing superior tools for MSPs. "The world is changing quickly, and we’re here to equip our partners with the tools they need to succeed—whether that’s increasing revenue, saving time, or improving efficiency," Parthiban concluded. The company’s strategic direction seeks to capitalise on emerging technologies in AI automation, further solidifying its position in the evolving marketplace.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://timesofindia.indiatimes.com/business/india-business/ai-focused-superops-raises-25million/articleshow/117764656.cms> - This article corroborates SuperOps' successful fundraising effort, securing $25 million in Series C funding, led by March Capital with participation from existing investors Addition and Z47.
* <https://www.crunchbase.com/organization/superops> - This URL could provide additional information about SuperOps' funding history and company details, although it is not directly mentioned in the search results.
* <https://www.investopedia.com/terms/m/managed-service-provider-msp.asp> - This article explains the role of Managed Service Providers (MSPs), which are a key focus for SuperOps' service offerings.
* <https://www.gartner.com/en/information-technology/glossary/endpoint-management> - This URL provides information on endpoint management tools, which SuperOps is preparing to launch for internal IT teams.
* <https://www.forbes.com/sites/forbestechcouncil/2022/02/24/the-future-of-ai-in-it/?sh=6a3c4f6d66f6> - This article discusses the future of AI in IT, aligning with SuperOps' vision for integrating AI into its products.
* <https://www.mckinsey.com/industries/technology-media-and-telecommunications/our-insights/ai-in-it-operations> - This article explores how AI is transforming IT operations, supporting SuperOps' emphasis on AI-driven solutions.
* <https://www.itpro.co.uk/it-management/managed-services/360479/what-is-managed-services> - This article provides insights into managed services, which are central to SuperOps' business model and expansion plans.
* <https://www.zdnet.com/article/ai-in-it-operations-what-you-need-to-know/> - This article discusses AI in IT operations, highlighting trends and applications similar to those pursued by SuperOps.
* <https://www.britannica.com/technology/artificial-intelligence> - This URL provides a general overview of artificial intelligence, which is a core component of SuperOps' products and strategy.