The Adoption of Managed Network Services

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About Roy

- Consulting technology businesses for over 10 years
- Worked with >100 MFD dealers to grow revenue
- Help one MFD dealer grow revenue by \$400,000/m



N-able Technologies Fast Facts

- The Leading RMM & Automation Platform for MSPs
- Mission Statement: To make our Partners the worlds most successful **MSPs**
- Measured by:
 - **Customer Retention**
 - MSP Recurring Revenue
 - **Customer Growth**







- **Channel-Only Company**
- 180 employees
- 3,300 MSP Customers
- 125,000 Managed SMB's
- Offices in North America, Europe,

Australia, Asia











What is Managed IT Services?

To your customer (end user):

 It means to outsource their IT network support to create business efficiencies and reduce their operational expense

To a service provider (Copier Dealer):

 It means to migrate your customers from a Break Fix business model to a Proactive business model to build a recurring revenue stream



The Opportunity

- More and more MFP Service Providers and Copier Dealers want to add DATA to their portfolios
- Introducing a new recurring revenue stream into your business model will protect your business during economic downturns and increase your business valuation
- Ability to assume your entire customer's network will eliminate competition in your commoditized market space
- Your SMB customers are now asking for that single point of contact



What are your Options?

- Acquire an existing MSP
 - Konica Minolta acquired All Covered
 - Ricoh acquired Mindshift
- Partner with an MSP
 - Lead Gen
 - Risk of reverse effects (steal your business)
 - No control over your destiny
- Outsource (Live Virtual Helpdesk)
- Build from the ground up / MSP Playbook
 - Long Term Success



Challenges for Incorporating Managed Services

MFP/Copier Dealers

- Lack of resources and understanding of the IT and data support side of the business
- Upfront cost to hire an experienced IT technician
- New customer acquisition or conversion strategies / Sales & Marketing Strategies
- Building the right MSP programs and offerings
- Training employees and resources

Any IT provider

- New customer acquisition or conversion strategies / Sales & Marketing Strategies
- Building the right MSP programs and offerings
- Training employees and resources



What to look for in an MNS Partner?

- 1. Automation
- 2. Flexible Licensing Model
- 3. Business Transformation Services
- 4. Post-implementation support



What are Dealers Attracted to?

Business Consulting:

- We hand hold our partners throughout the process of building a successful managed services practice
- We help our partners build the right programs to penetrate the managed services space successfully
- We provide our partners with marketing support as well as sales training to maximize your penetration within this space

Helpdesk and NOC services

 We provide our partners with optional helpdesk and NOC services to minimize their initial investment

Hybrid Licensing model

 We have a unique hybrid licensing model to help our partners seed the market and drastically reduce your TCO (total cost of operation)



Complete Solution

Component	Deliverables	Execution		
RMM Platform	 Advanced Monitoring Automation (patch, scripting, software distribution) Reporting Remote Control End Point Security Backup and Replication 	 N-central™ Security Manager™ Backup Manager Remote Control Manager™ Report Manage™ 		
Consulting and Training "Blueprint for Success"	 Business Consulting Services Proven Blueprint process Self Guided Training Business Essentials 	 1-on-1 PDS consultation Optimization and Coaching Essentials Program Self guided powerful web tools MSP program development Sales training, Cold Call Scripts Sales Presentations MSP Knowledge Portal MSP Community Resource Center 		
MSP Runbooks	Delivery of best practices, mapping service levels to technology	Business user RunbookTechnical user RunbookWell Designed Server		
<u>Unmatched Support</u>	 Business On boarding Technical On boarding One on one support Customer Events 	 Channel Sales Specialist SE Account Executive Technical Support 		

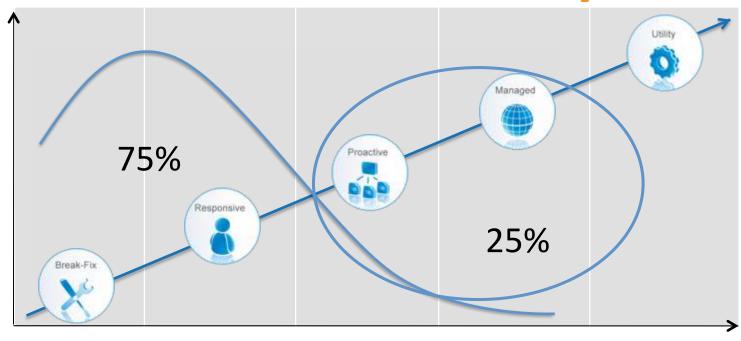
N-able's Value Proposition



Services Model	TM	Block	Checklist	Fixed Fee	Supplemental	
Gross Profit (%)	< 10	50	50-75	75-90	90	
Utilization Rate (%)	50	50	70	90	95	
Operating Income (%)	< 1	1-5	5-10	10 - 20	15 – 25	-
Business Valuation	?	.30	1.5	2.5 - 4	2.5 - 4	



SMB Market Reality



- 25% of SMB's are candidates for advanced service models associated with verticals
 - Professional Services, Medical, Financial, Manufacturing, Energy
- 75% of SMB's do not want or have the need for managed services instead they want to buy products and services on a monthly basis such as:
 - Anti-virus, Patch, Anti-spam, Backup, Assessments, Migrations, Hours, Projects



MSP Customer Growth Strategy

Reporting

Basic Network

Monitoring

Remote Support

End Point Security
Device Monitoring
Remote Backup
License Compliance
Procurement Assistance
Assessments/Audits
DR Planning
Consulting Services
Hosted Offerings

Network Transparency

OTHER SERVICES

Patch Monitoring

Proactive

Core Elements:

- Server Monitoring
- Server Maintenance
- Desktop Monitoring
- Network Monitoring
- Patch Management
- End Point Security Management
- Procurement Assistance
- Quarterly Network Health Reviews
- Monthly Network Reporting

Optional Elements

- Desktop Maintenance
- Network Maintenance
- License Compliance
- LOB Application Support
- Vendor Relationship Management

Managed

Server Monitoring & Management

Desktop Monitoring & Management

Network Monitoring & Management

Group Policy Management

Patch Management

End Point Security Management

License Compliance

Warranty Tracking

Procurement Assistance

LOB Application Support

Vendor Relationship Management

Monthly Network Health Reviews

Bi-annual Strategy & Planning Meetings

Unlimited Helpdesk Services











Single Pane of Glass

Platform

Monitor

Cross-platform, servers, workstations, network devices



Manage

Reactive and proactive management tasks, scheduled tasks, patch management, AV, AS

Automation

Best practise technician runbook, proactive maintenance

Reporting

Business and tactical reporting, Drag & drop report customization



Integrated Tools

Security Manager

Security Manager | AV Defender Security Manager | Exchange Defender



Patch Manager

Windows | 3rd party



Report Manager

Report Manager | N-compass





Backup Manager

Backup Manager CA| Standard Edition Backup Manager CA | Advanced & Virtual Edition Backup Manager CA| Workstation Edition Backup Manager CA | SBS Edition & Replication



Mobile Device Manager



Remote Control Manager Remote Control Manager | Attended

Help Desk Manager

Ticketing | HelpDesk

MSP Tools

Audit Manager

Audit Manager | Assessment Audit Manager | Vulnerability Audit Manager | Compliance Audit Manager | Configuration



Backup Manager

Backup Manager SP | Server Backup Manager SP | Desktop



MSP Playbook

NOC and Helpdesk Methodology

Remote Control Manager

Remote Control Manager | N-support Pro





Support and Onboarding



Unmatched Technical Support



Onboarding | Sales Engineer



Daily Technical Access





Blueprint for Success

Onboarding | Channel Sales







ASSESS

- Review of Current Situation
- Plan New MNS Strategy
- MNS Strategy Document



PLAN

- Program Review
- Pricing Review
- Program Portfolio & Pricing Methodology



IMPLEMENT

- Sales & Marketing Support
- Documented Sales Plan
- Customized Marketing Materials



Step by Step Support

On Boarding

- On board client
- Review purchase
- Introduce Resources available

RS 1

- MNS Programs
- Introduce Trials/ Freemiums
- Revenue Goals
- Marketing Collateral

RS 2

- Review seeding strategies
- Customize Pricing
- Program Calculator
- Sales Strategies

BP

- Market Segmentation
- Detailed Program Development
- Detailed Sales Training



Customizable MSP Collateral

• Includes:

- Flysheet creator
- Email teaser
- PowerPoint presentations
- Service level agreements
- Pricing calculator
- Case studies
- Newsletter
- Press release
- Call guides



N-able's sales & marketing tools help you get started quickly.



Your N-able Team



Technical team to help you on board quickly



Dedicated partner to help you build an MNS offering and get to market quickly



Continued business support to help acquire customers and grow revenue



Thank you

