

The Adoption of Managed Network Services

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Regional Sales Manager



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



IBPI



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

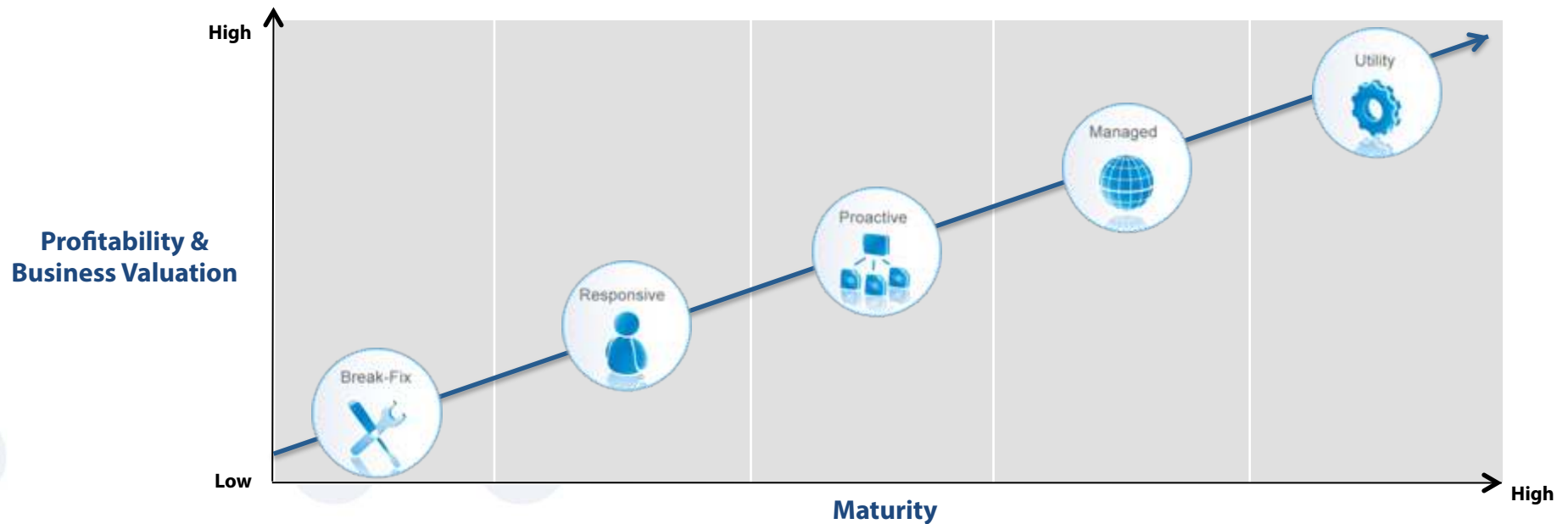
Hybrid Licensing model

- 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

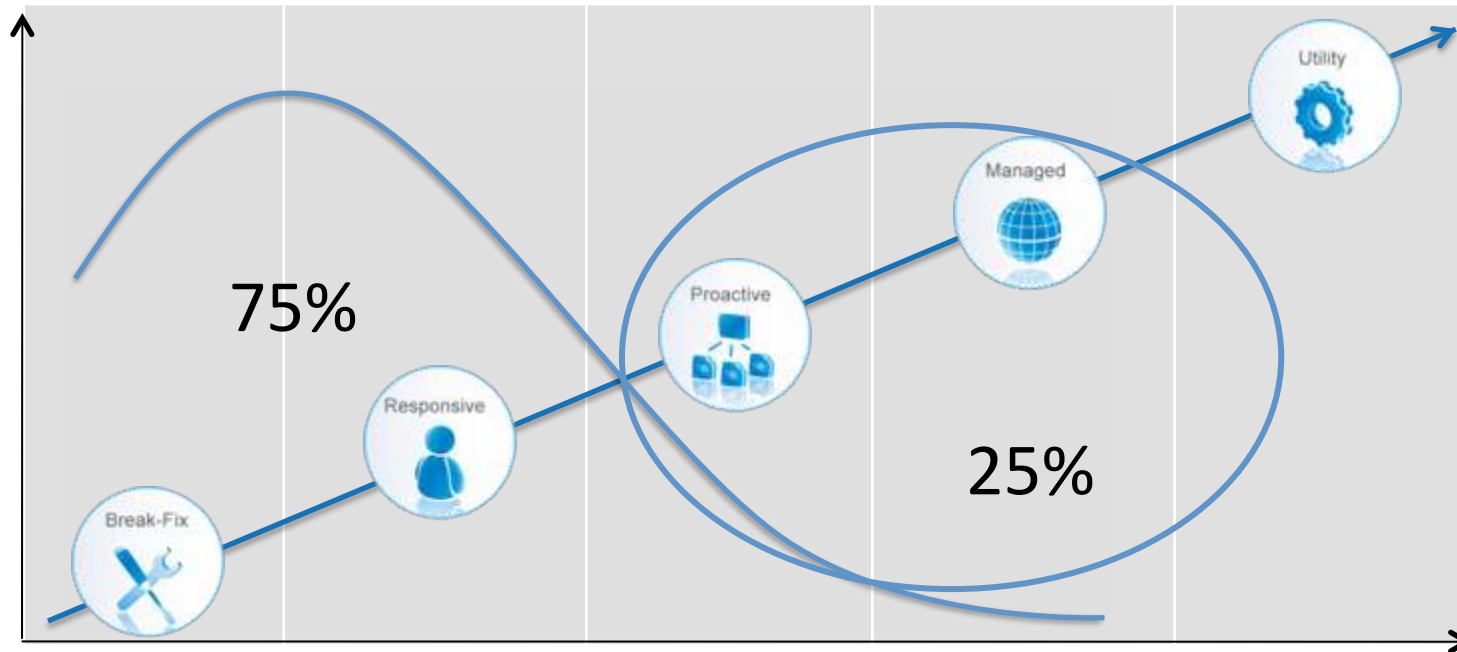
Component	Deliverables	Execution
RMM Platform	<ul style="list-style-type: none"> • Advanced Monitoring • Automation (patch, scripting, software distribution) • Reporting • Remote Control • End Point Security • Backup and Replication 	<ul style="list-style-type: none"> • N-central™ • Security Manager™ • Backup Manager • Remote Control Manager™ • Report Manage™
<u>Consulting and Training</u> “Blueprint for Success”	<ul style="list-style-type: none"> • Business Consulting Services <ul style="list-style-type: none"> – Proven Blueprint process • Self Guided Training <ul style="list-style-type: none"> – Business Essentials 	<ul style="list-style-type: none"> • 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
<u>MSP Runbooks</u>	<ul style="list-style-type: none"> • Delivery of best practices, mapping service levels to technology 	<ul style="list-style-type: none"> • Business user Runbook • Technical user Runbook • Well Designed Server
<u>Unmatched Support</u>	<ul style="list-style-type: none"> • Business On boarding • Technical On boarding • One on one support • Customer Events 	<ul style="list-style-type: none"> • Channel Sales Specialist • SE • Account Executive • Technical Support

N-able's Value Proposition



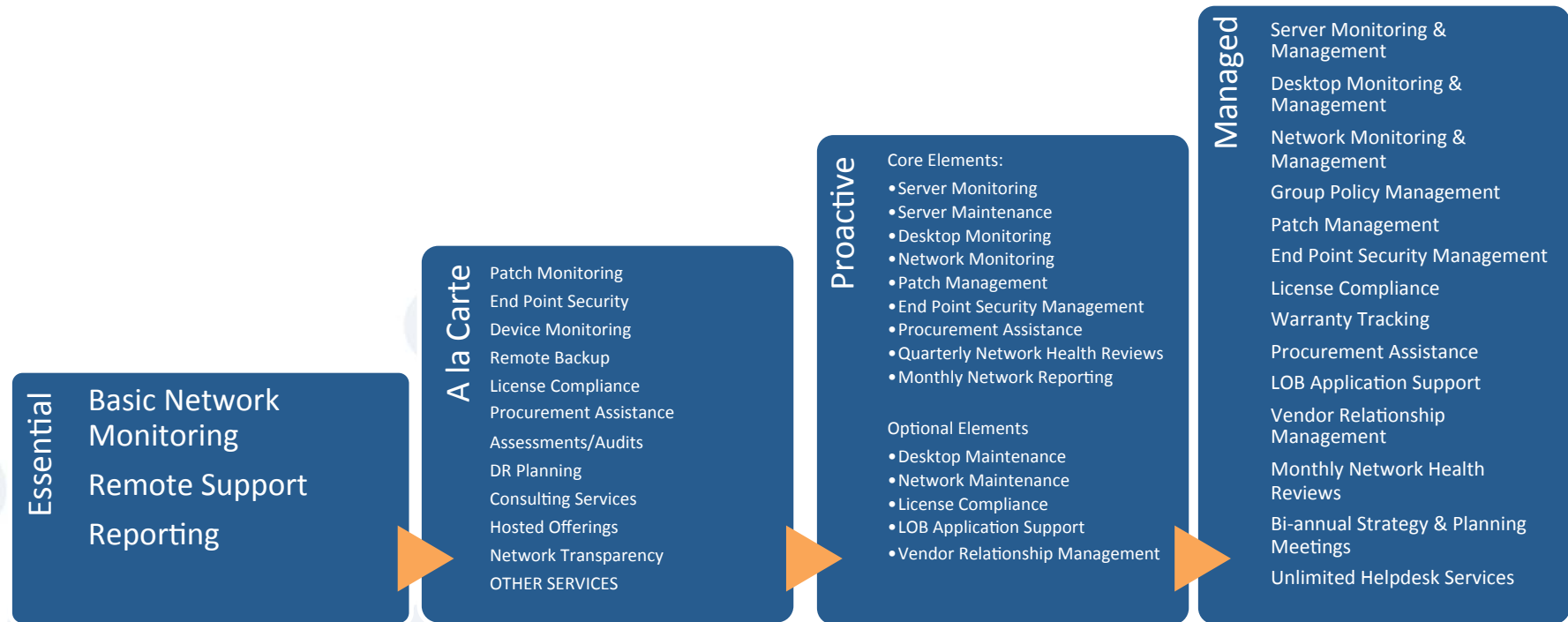
Services Model	TM	Block	Checklist	Fixed Fee	Supplemental
Gross Profit (%)	< 10	50	50-75	75-90	90
Utilization Rate (%)	50	50	70	90	95
Operating Income (%)	< 1	1-5	5-10	10 - 20	15 – 25
Business Valuation	?	.30	1.5	2.5 - 4	2.5 - 4

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



Break-Fix



Responsive



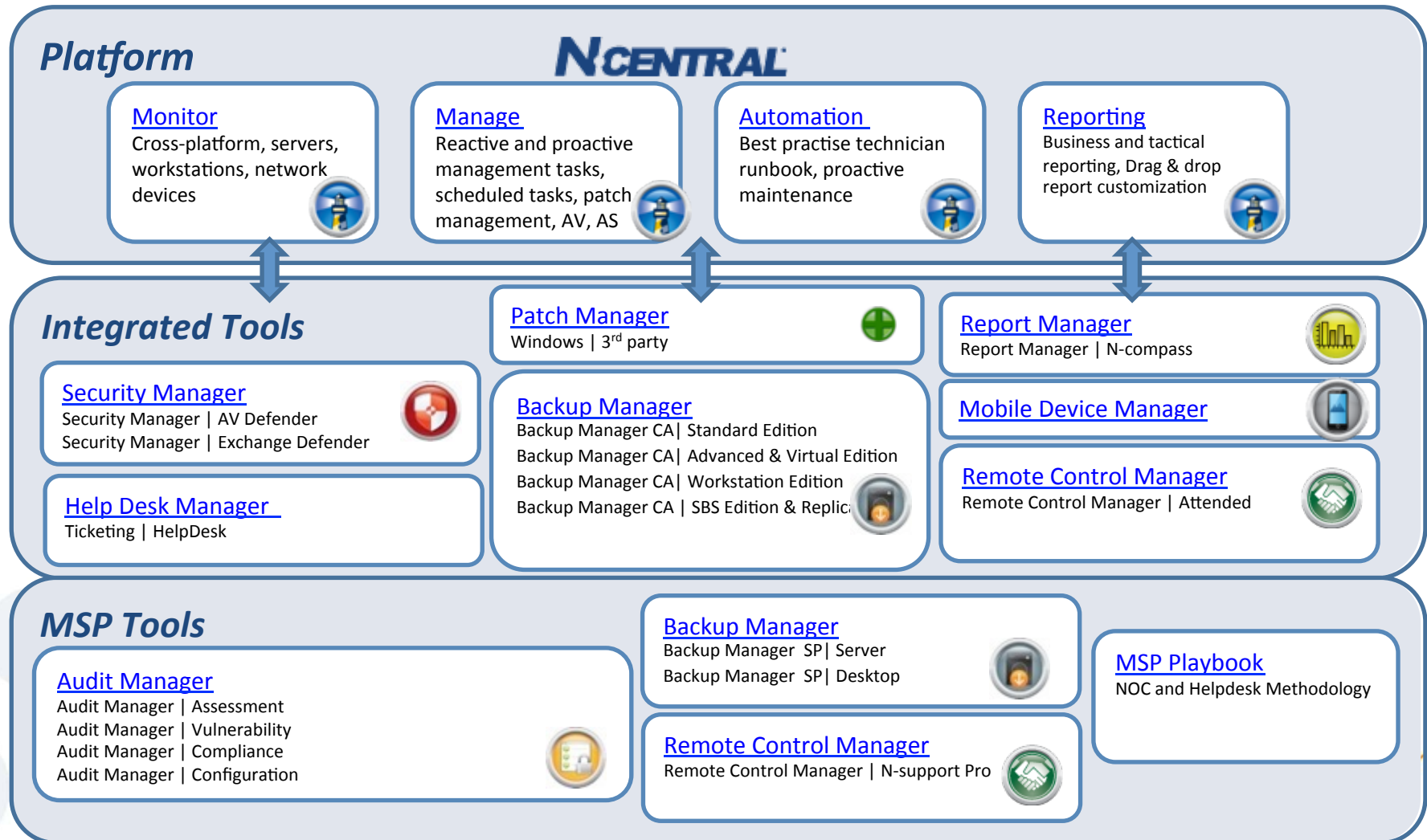
Proactive



Managed



Single Pane of Glass



Support and Onboarding

Unmatched Technical Support



Onboarding | Sales
Engineer



Daily Technical Access



Support Desk

Blueprint for Success

Onboarding | Channel Sales



Blueprint for Success



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

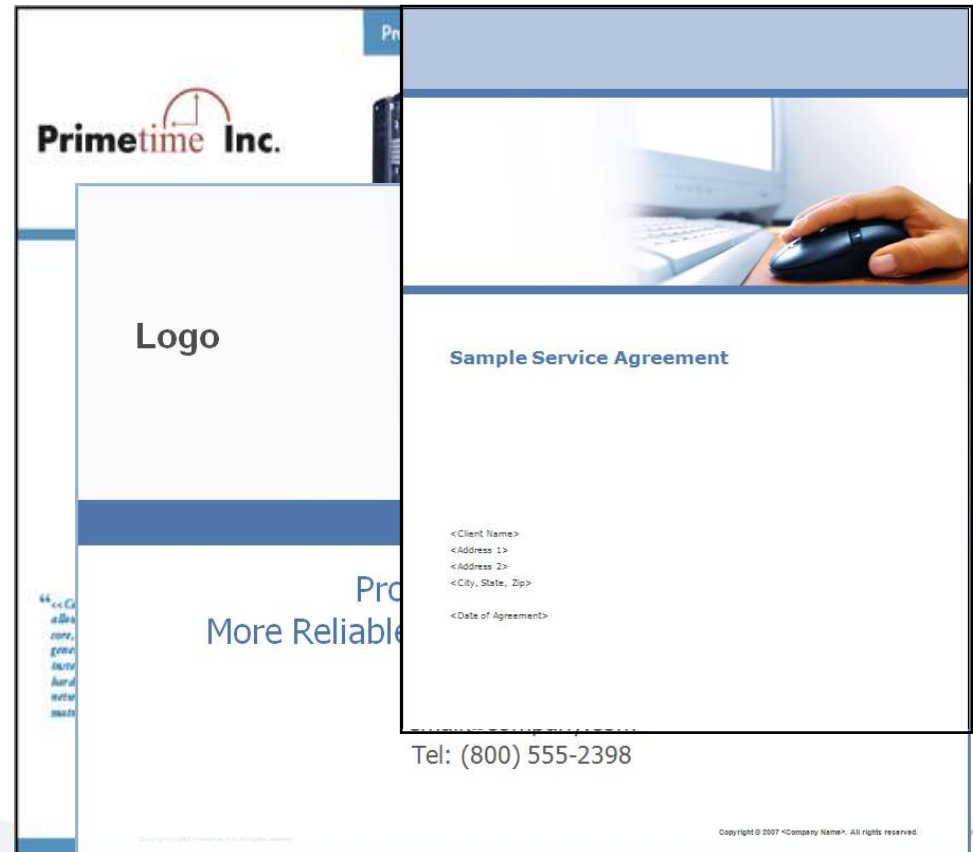
- Review seeding strategies
- Customize Pricing
- Program Calculator
- Sales Strategies

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