



Today's managed services providers (MSPs) are faced with a two-sided coin. Although they have unlimited opportunities, they will be successful only if they address unprecedented challenges.

## BEYOND BASIC SERVICES



Basic services like endpoint management and endpoint security are now table stakes — every MSP offers them — pressuring MSP pricing downward. At the same time, administrative costs, like those for back-office software, remain too high — and thus cut into profits. Further, new customers are increasingly difficult to come by.

### HOW DOES AN MSP RISE ABOVE AND STAND OUT?



Your customers are evolving to compete in this new world. The cloud has leveled the playing field and even the smallest organizations see the opportunity that emerging technologies provide for SMB consumption. Therefore, SMBs are demanding more than traditional mainstay services. And they are looking for advice and services on how to get the most out of their networks while protecting their data.

### THE MSP THAT CAN TRANSLATE THE VALUE OF EMERGING TECHNOLOGIES IS POSITIONED FOR SUCCESS.



Like high-end network management and security services, which are no longer the exclusive domain of large enterprises, compliance requirements are also size-agnostic. Like their larger counterparts, SMBs must contend with PCI DSS, NIST, CJIS, FERPA, GDPR, HIPAA, and a host of other regulations with far more limited resources than their larger competitors. Since most SMBs do not have dedicated compliance teams, and since larger corporate consulting firms are too expensive for SMBs, MSPs with compliance expertise are filling that gap — and profiting mightily from it.

You need a next-generation MSP Platform that enables you to take advantage of these emerging opportunities and maximize customer equity. A new ecosystem — one purpose-built for MSPs — is required to facilitate this transformation.

## FINDING A PARTNER – 3 KEY QUESTIONS TO ASK

Building an ecosystem that will be the linchpin for your business is no easy task. To move beyond basic MSP services and become a true strategic IT enabler you need more than a new vendor. You need a platform on which to build your business and a partner with expertise in emerging services.

A vendor that has both vision and an ability to execute will help you address these three questions.



# EVOLVE TO MEET YOUR CUSTOMERS' NEEDS WITH IT COMPLETE FOR MSPS BY KASEYA



NOT ALL ENDPOINT SOLUTIONS ARE CREATED EQUAL.

## HOW CAN MY MSP BUSINESS MAXIMIZE REVENUE FROM EXISTING, MAINSTAY SERVICES?

Endpoint management is the anchor product for traditional MSPs. It is what fuels your business. Still, not all endpoint solutions are created equal. For your business to thrive, it must address market challenges, and for that you need an endpoint management platform with functionality that facilitates best practices.

VSA by Kaseya is the market-leading Remote Monitoring and Management (RMM) solution. Its superior technician experience goes a long way toward this end.

VSA's advantages begin with the most complete discovery, extend to the most comprehensive software management (supporting Windows, Mac, and third-party applications), and feature the most capable automation and scalability to help drive your business' growth.

But this is just the beginning. Integration with network management, backup, identity and access management, and cloud management are fast becoming baseline functionality that you need to better manage your customers, and Kaseya has solutions for these as well.



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## HOW CAN MY MSP BUSINESS ADD NEW REVENUE STREAMS FOR EMERGING SERVICES WITHOUT INCREASING OVERHEAD?

As critical as endpoint management services are, offering solutions that customers are familiar with and have come to expect are not enough to grow your business. You must offer new and differentiated services. But selling new services presents a host of challenges for an MSP, ranging from the initial technology investment to a lack of understanding of how to market or sell the new service.

What if you could bypass these challenges and future-proof your business?

With Powered Services by Kaseya you can. Powered Services by Kaseya is an ideal place to start: Network management, security, and cloud management packaged so that revenue and corresponding expenses scale with your growth.

Powered Services by Kaseya features Go-to-Market "in a box" that provides positioning, sales training, pricing, packaging, and lead generation as well as guidance and ongoing assistance with how to take action to build your business and achieve success.



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# EVOLVE TO MEET YOUR CUSTOMERS' NEEDS WITH IT COMPLETE FOR MSPS BY KASEYA



## HOW CAN MY MSP BUSINESS CONTROL COSTS FOR ESSENTIAL BUT NON-REVENUE-GENERATING BUSINESS FUNCTIONS IN A WAY THAT DOES NOT HAMPER OUR GROWTH?

Every business has essential costs that are pure expenses. These costs in no way contribute to revenue but are part-and-parcel to running a business — payroll, project management, customer relationship management, onboarding and training new employees, and benchmarking — are arguably vital pieces of running a business that don't directly deliver revenue.

For that, you need a professional services automation (PSA) solution. While early PSA tools were expensive and difficult to use, BMS by Kaseya, a next-generation PSA tool, defies this model. It has the functionality you need, is built to scale, and features project management capabilities all in a modern interface that is easy to use and configure.

But running a business is about more than just checking off tasks. Information also drives decision making. Looking beyond your own business and benchmarking yourself against your peers, for example, can help you plot your path and let you know where you stand against the competition. Once you know where the target is, comprehensive IT documentation enables you to ramp up new employees efficiently and get junior technicians up to speed, saving you time and resources to maximize your competitiveness in the market.

Like PSA solutions, non-revenue-generating software should be priced so that you can maximize your investment in revenue-generating services. With the right combination of modern, cost-effective solutions in place, you can get more out of your team — and put more in your wallet.

Staying attuned to and ahead of customer needs is critical to being successful as an MSP. To achieve this, you need an ecosystem that only a next-generation MSP Platform can provide.

Contact [Kaseya](#) to learn how IT Complete for MSPs can transform your business so you can succeed in this rapidly evolving marketplace.

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### About Kaseya

Kaseya is the leading provider of complete IT management solutions for managed service providers (MSPs) and mid-sized enterprises. Through its open platform and customer-centric approach, Kaseya delivers best in breed technologies that allow organizations to efficiently manage and secure IT. Offered both on-premise and in the cloud, Kaseya solutions empower businesses to command all of IT centrally, easily manage remote and distributed environments, and automate across IT management functions. Kaseya solutions manage over 10 million endpoints worldwide. Headquartered in Dublin, Ireland, Kaseya is privately held with a presence in over 20 countries. To learn more, visit [www.kaseya.com](http://www.kaseya.com).

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