

MSP EBOOK

Managed Services Initial Offering

Become Max

MAXfocus™
From LogicNow

CONTENTS

We are only as successful as our partners. So we've built this eBook to introduce you to the business of positioning, marketing, selling and operating Managed Services.

In it, you will find detail, recommendations and links to helpful documents all designed to properly integrate the offering into your business. Be sure to read through and share this entire eBook to find assistance for your sales, marketing and accounting teams.

PUTTING THE EBOOK INTO PRACTICE

In addition to the great information you'll find in the eBook, every section includes links to useful documents we call eBook Essentials. Look for these callouts and click on the listed links to make marketing and selling LOGICnow even easier!

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INTRODUCTION

We're thrilled that you've decided to boost your business by moving into offering your customers Managed Services and even more so that you've chosen to work with LOGICnow! You won't regret either decision; we are excited to be able to help you every step of the way.

LOGICnow not only offers the lowest total cost of ownership when it comes to reselling Managed Services, we also guide you with plenty of support and provide marketing material to help you hone your business' message.

LOGICnow software fits well with any business model, enabling the platform to grow and change with you. You only ever pay for what you use, making it simple to include costs in your customer service contracts.

Start monitoring your customer's IT systems proactively and sell further services such as antivirus status, backup systems and other critical system elements – all pre-packaged by LOGICnow. Get to know when there's a problem with client networks via simple email or SMS alerts and monitor business services 24/7 from a single view dashboard, using your desktop, tablet or even mobile device for when you're out and about. It's easy to use LOGICnow software, arguably the most comprehensive RMM platform available on today's market.

We want you to do well, so we give you our Building Blocks to Managed Services support to help you grow. We believe that when our customers are successful, so are we.

There's more too. You don't have to worry about being locked into a long contract, it's all pay as you go when you choose LOGICnow and the software is kept bang up-to-date with new features and functions being released every few weeks. Never be concerned about hardware and software becoming antiquated or worry about outgrowing it ever again!

You've made a great choice, so let's have a look at what you can do to make your business boom with LOGICnow



UNDERSTANDING THE MANAGED SERVICE MARKET

The last decade has seen the business environment become increasingly demanding, especially with regard to B2B supply chains and the integration of IT.

Survival for many businesses has meant finding ways to connect in a fast-moving, often collaborative world that relies on electronic communications, technological innovation and automation.

In IT, the traditional model when it comes to managing a customer's network has been the break-fix model. However, the idea of a single price maintenance model has been around for quite some time. In the mid-nineties, this model found its way into IT, but at this time it was really only the big players that could afford to purchase it. A little later though, through the end of the nineties and into the early noughties, we began to see tools appear that would support the MSP. This meant that there was now a new way to service SMEs using remote desktop, but still there was plenty lacking when it came to managing networks across multiple domains and locations.

Skip forward to today and the MSP market is a thriving and swiftly growing one. Now, IT support firms can offer maintenance without the need to even touch a workstation, unless of course the issue is hardware related. Unlike the break-fix model alone, Managed Services allow for proactive monitoring, finally aligning the client's needs with the IT support company's.

VALUE OF MARKET

It's estimated that the Managed Service market will be worth \$206.05bn by 2018, with the high-tech and telecommunications vertical being the largest sectors adopting Managed Services so far.

Regionally, North America is expected to be the largest in terms of revenue, with Europe and APAC not far behind and it's thought that we will see increased traction worldwide.

There is a high demand for Managed Services in every industry sector, thanks to the reduced IT costs that Managed Services offer. According to a recent study¹, costs are reduced by 30% to 40%, enabling organizations to concentrate on growth and reduce risk. Those organizations that have adopted Managed Services also report an almost 50% to 60% increase in the operational efficiency of their outsourced IT services.

Thanks to the reduced need for capital expenditure, the increasing cost of a dedicated in-house IT team and the steady rise of enabling technology, the future is looking bright for the MSP and the overall market.

TYPES OF BUSINESSES NOW USING MANAGED SERVICES

The real beauty of the Managed Services market is in the fact that pretty much every industry is likely to take it up. From the small business network with just a few workstations in any industry, to public sectors with a need to have a large network looked after, the model applies to them all.

According to technology research firm Gartner, Inc., vertical markets have not only been a large area of focus for many MSPs, but also offer much in the way of opportunity across a wide range of sectors.²

The analysts also predicted opportunity in plenty of other sectors, including insurance, education, health, 3D printing, retail and life sciences. For the MSP, this means that there's plenty of scope to differentiate from competitors by offering services to a certain niche.

It's safe to say that there's plenty for the emerging MSP to offer to a SMB too, taking it slightly away from the break-fix model to provide a superior, proactive service that is better suited to its specific needs. Of course, for the MSP, this also offers an opportunity to further increase revenue streams without a huge time commitment, allowing the business to grow further.

Predicted trends include:

- 60% of banks worldwide will process most of their transactions in the cloud by 2016, thanks to poor return on equity
- By 2017, it's estimated that for government departments with a CIO and chief digital officer, one of the roles will be eliminated
- 40% of utility companies with smart metering solutions will also move to the cloud by 2017
- By 2018 20% of the top 100 manufacturers will see revenue come from cross-industry value experiences

GROWTH FORECASTS

As mentioned earlier, the market has been predicted to grow to be worth \$206.05bn by 2018 by research and consulting firm MarketsandMarkets. This is a jump from \$142.75bn in 2013, illustrating the steady growth of the industry and a CAGR of 12.4%; other studies have placed the figure at around 7.3%, however.

Two key things are pushing this forward: the need to outsource more services in order to boost revenue and the cloud.

Whilst the cloud has been something of a tech buzzword in the last couple of years, it has somewhat masked the high growth seen in the MSP industry. The two can work hand-in-hand very well and this is something that can be utilized when it comes to selling Managed Services.

Whilst there has been some movement in adoption from SMBs, a recent study found that many MSPs believe that education is key, as many small business owners don't yet fully understand the benefits of the model.³ This in its self represents an area of opportunity for smaller MSPs and startups – it's just a case of ensuring that your literature educates and informs. The SMB market is a growing one too and as such, one that should be taken advantage of.

So, looking at the growth of the market, alongside the opportunity that exists in several verticals, the MSP has a lot of opportunity to obtain high growth and revenue for its own company too.



OPPORTUNITIES

As mentioned previously, there's an enormous amount of opportunity for MSPs of all sizes in the existing market, which continues to show high growth.

According to security firm Symantec, there's now a shift in the revenue balance for MSPs due to many businesses virtualizing many of their IT environments. This has meant that product sales are being increasingly displaced by cloud services. This is a positive step, as any business that uses cloud services will at least have an understanding of Managed Services and their benefits.

Cloud services of course tend to free up revenue thanks to the pay monthly model and the reduced need for capital expenditure on expensive hardware. This means that potentially, the average business that uses cloud services will have a larger budget to spend on Managed Services.

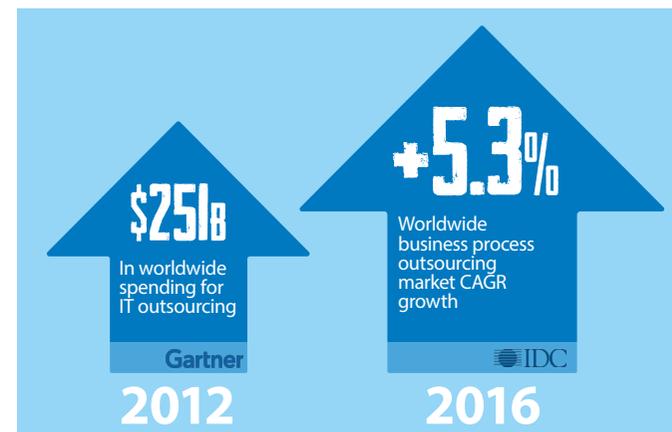
With that in mind, as well as being something that can be sold across multiple industries, Managed Services can also be sold effectively to those enterprises utilizing the cloud where applicable.

There's no doubt that MSPs have a large window of opportunity in the current climate and those that choose to really hone down what they offer and who they work with to address certain niche industries have a good chance of coming out on top.

TOP MANAGED SERVICES OFFERED (in percent)



Source: www.emea.symantec.com/.../whichwaynow_forpayasyougoservices.pdf



Source: Gartner and IDC

DRIVERS AND TRENDS

According to TechTarget four key things are currently driving the IT market:

1. Convergence
2. Compliance
3. Consolidation
4. Conservation

So we could call these 'the four Cs'. The report states that convergence is increasingly important to IT infrastructures due to it now carrying voice, video and data over IP. When it comes to compliance, regulatory requirements mean that it is playing an increasingly important role in business.

"Consolidation offers new approaches to architect enterprise IT infrastructure upgrades, such as virtualization and SQA, which continue to escalate the complexity in IT management. Conservation is gaining popularity because IT power consumption and carbon footprint issues are being expressed because new government regulations are starting to impact business," the report says.

For the MSP, this means that opportunity exists in emerging services such as:

- Security
- Data integrity
- Auditing
- Virtual infrastructure management

So we have opportunities that exist across a wide range of industries, alongside further opportunities driven by the cloud and the changing IT needs of the modern organization. It's clear then that MSPs have a very real chance to carve out high growth and ensure profitable business in many areas when it comes to selling Managed Services.



TYPES OF SERVICES

The Traditional Break-fix Model

The break-fix business model is a familiar one to many businesses, whether they are in IT or not. Computers, like any product, have a shelf life. Parts wear out, software quickly becomes out-dated and most modern businesses have a need to ensure that their networks are adequately maintained. With the break-fix model, a company might have a 'computer guy' – a person or business that they could call when a workstation began to act up or the email went down.

Generally, the technician would attend the business premises and charge an hourly rate to put things right.

This was a reactive solution, and one that often came with a lot of frustration due to the time it could potentially take to fix things. It was also an expensive solution. Rather than having systems monitored so that there were a chance to avoid common IT problems, the break-fix model only seeks to address issues after they've already occurred.

Another issue with the break-fix model is that if the company in question doesn't have an IT manager, then

there is no one to apply the necessary software updates and keep an eye on the network. One consequence of this is a heightened risk of malware attacks, for example.

The main problem with the break-fix model as a stand-alone IT support service is that it doesn't align with the client's needs well. The customer only sees their support technician after the event, when things go wrong and seeing him walk through the door means one thing to the business owner or manager: 'This is going to cost me lots of money.'

Whilst there's no need to completely break away from the model, the addition of even basic Managed Services such as remote monitoring and antivirus means that the MSP's and the client's needs are aligned. The MSP can offer break-fix alongside a more proactive solution in order to pick up problems before they actually occur.

Of course, further services can also be added, such as backup and email, in order to give a complete solution to the client. Whilst it can be difficult to transform an existing break-fix customer into one that also purchases Managed Services, this is something that's easily overcome by proving value. Break-fix relies on a problem occurring and these often do because of user error in backing up or poorly managed security. This can easily be overcome with the use of Managed Services and will, in the long term, cost the client less whilst creating an additional and ongoing revenue stream for the MSP.

The Managed Service Model

Managed Services is a business model in which day-to-day management of network-based business processes is outsourced to another company, in this case an IT support company.

Typically, a MSP will have:

- A central place from which to monitor systems
- Have a support/help desk system in place
- The ability to manage machines remotely
- The ability to proactively maintain a business network
- Provide a predictable billing solution to the customer allowing for better IT budgeting

Whilst the break-fix model is a reactive one, Managed Services is proactive, looking to address problems before they occur, rather than waiting for things to fail and then scrambling to fix them. LOGICnow customers can choose the services that they provide, paying for only what they use, so in turn their clients can have any amount of services, from simple monitoring to the whole spectrum.

Managed Services are housed in the cloud, meaning no expensive software or hardware installations are necessary. Customers of both LOGICnow and Managed Services can forecast their annual IT costs in a much more focused manner as Managed Services allow them to take control of their spending. This is made

possible by pre-empting IT issues and mitigating risk. There are numerous services that can be offered as managed; these include:

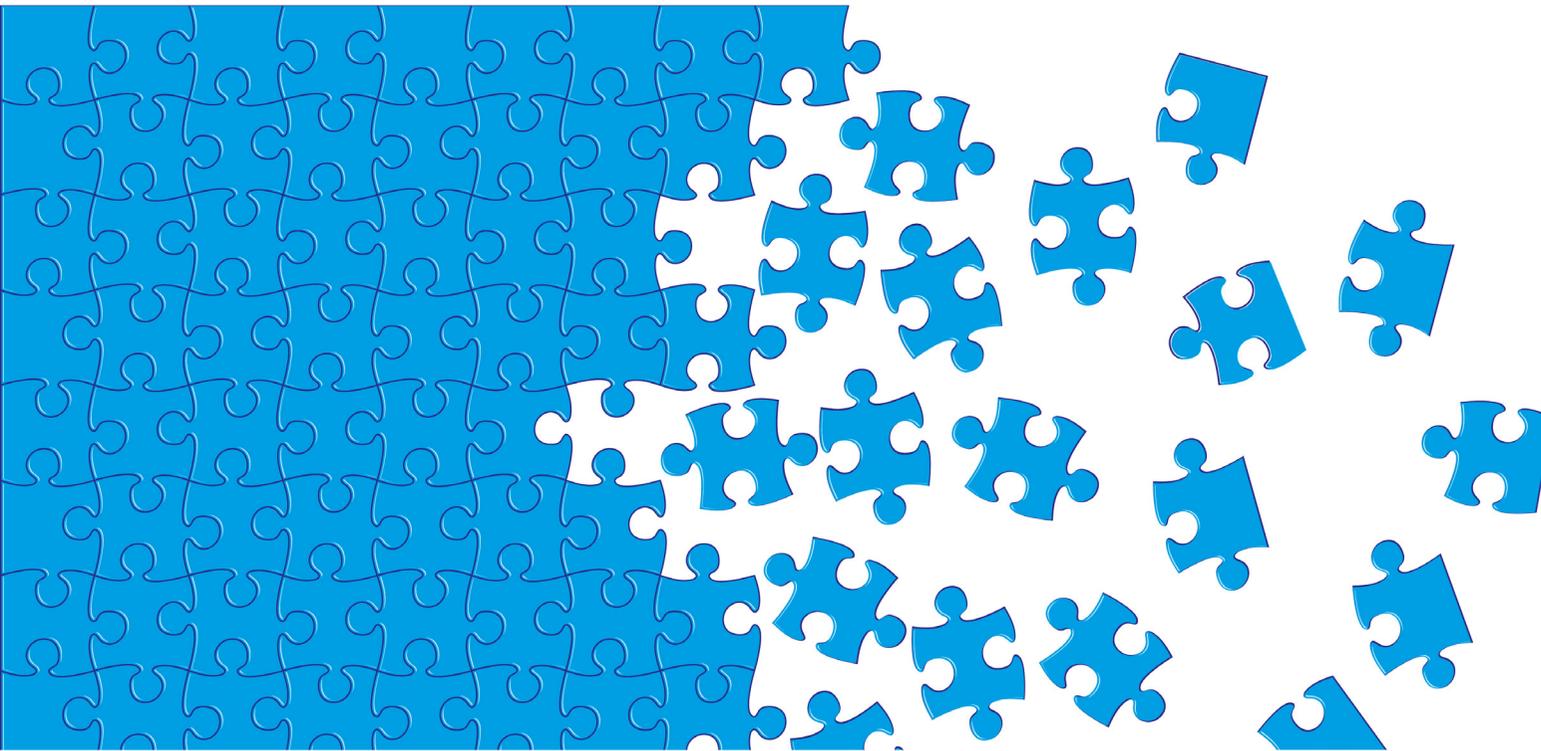
- IP
- Telephony and unified communications
- Security
- Backup and recovery
- Email
- Remote monitoring and management
- Service desk
- Print
- Mobile Device Management (MDM)

Managed Services can be used for SMBs or larger organizations and are highly flexible and scalable, meaning that they grow with your business with no costly outlay upfront and no long-term, expensive contracts that tie you in.

Just like the cloud, with LOGICnow you only ever pay for what you need, on a month-to-month basis.

UNDERSTANDING YOUR CUSTOMERS

In order to successfully sell your services to customers, both old and new, it is of course necessary to know who they are and more importantly, what their needs are. With this in mind, let's firstly have a look at the types of businesses you might be selling to.



SOHO

As the internet has grown, internet speeds have increased, and better ways to connect to the remote office have materialised. So, the Small Office/Home Office (SOHO) model has risen in popularity.

This is the smallest customer group that you're likely to come across and can be as little as one person working from home to a small office several employees.

So what services is this type of business likely to need?

- Backup and recovery
- Storage
- Managed antivirus
- Remote access

Of course, this is just a guide and a larger office may very well want/need further services such as monitoring and patch management, depending on the size of its network. However, what you don't want to do is oversell services and find yourself in a position where a client is paying for something that they don't need. It will be up to you to accurately assess the client needs and act accordingly.

This type of client isn't in a position where it's cost effective to pay for dedicated IT and as such, need basic services and the peace of mind of knowing that in the event of an IT disaster, there's someone on the end of the phone that can quickly respond. It's possible to sell both Managed Services and break-fix service to this customer too, so that they feel that all of their IT needs are adequately covered.

The pay-as-you-go model is perfect for the SOHO customer as cashflow tends to be an ongoing issue for clients such as these.



Larger than the SOHO, the SMB (Small to Medium Business) has more staff and is more likely to have a network that needs maintaining. The SMB may or may not have its own IT staff and will benefit from numerous services depending on the size of the business.

In this scenario, a network assessment will need to be carried out to discover the areas in which the business would benefit most from each service.

The SMB customer is most likely to need:

- Network monitoring
- Backup and recovery
- Patch management
- Managed antivirus
- Remote access
- Storage
- Automated maintenance
- Web protection



Again, there are further services, which could benefit the SMB, such as Mobile Device Management if the company uses field staff, supports remote workers or runs a BYOD (Bring Your Own Device) scheme.

Most SMBs have some kind of network infrastructure in place and so will benefit from monitoring, something which can also alert you to hardware that is becoming out of date, or throwing up network errors.

This again allows you to integrate a break-fix scenario without relying on the traditional 'wait until it breaks' reactive model.

ENTERPRISE

Enterprises are businesses that are again larger than the SMB and range in size so tend to have much larger networks with servers and internal mail systems. Some of these will have already made the move to the cloud as a cheaper alternative to an onsite infrastructure.

Enterprise customers will be more likely to use Exchange for email and to require a solid disaster recovery plan, storage, asset and inventory tracking.

The enterprise, depending on the size of its IT department, will more than likely need a good mix of many services, such as:

- Asset and inventory tracking
- Network monitoring
- System reporting
- Automated maintenance
- Managed antivirus
- Web monitoring
- Patch management
- Online backup and recovery
- Mobile device management
- Managed email

In other words, you can potentially sell a range of Managed Services to the enterprise once you have justified the needs of the company to the CIO and finance department. Enterprise customers may also have needs that require them to adhere to guidelines such as those required by PCI DSS.



TECHIE TYPE VS CEO

As well as the different types of business that you're likely to deal with, you will also come across two types of client that you're selling the services to – the IT guy and the business owner or CEO who doesn't necessarily understand the technical side of things.

In order to successfully find the 'pain points' or needs of both of those customer types it will be necessary to recognise them and adjust your pitch accordingly.

The tech buyer

In most cases, this type of buyer will be the easiest to sell Managed Services to as they deal with the day-to-day technology needs of the business. This buyer understands how things work and better still, how your services will make his life easier. He will be enthusiastic about the services and you should be prepared to go into a lot of technical details in order to satisfy him.

Of course, this kind of buyer may not have the final say when it comes to budget allocation, so it's a good idea to fill him in on the cost benefits too.

The business buyer

There's nothing to say that this guy won't be technically minded, but at the forefront of his concerns will be the benefits to the business and the financial aspect. This buyer will need to be made aware of the cost of downtime and the potential disaster that could occur should valuable and customer data become lost or stolen.

When it comes to the business buyer, it's up to you to demonstrate how Managed Services will increase productivity and revenue by avoiding costly IT issues and therefore downtime.

Bear in mind that you may come across a few customers who are a mixture of both. Many business owners do have knowledge of the technology within the company and its importance so remember that coming across as too patronising when it comes to the tech side may lose you a sale.

Assume nothing and if in doubt – ask.

MONEY MATTERS

When moving away from the traditional break-fix model, MSPs often find that customers assume that a monthly payment model will be one that's more expensive. However, it's important to point out to potential clients that this isn't the case.

Break-fix, due to its reactive nature, is often the more expensive choice as it involves costly call out fees, downtime and an hourly rate that far exceeds the cost of monitoring.⁵

Overall, the customer gains a more streamlined IT experience that gives them less stress and is overall better value. In days gone by it was only larger organisations that could afford to purchase Managed Services, but IT has changed and there is now enabling technology that means that smaller companies can now afford to play on a level playing field with the big boys.

⁵ <http://imagineiti.com/it-support/understanding-managed-services/>



CREATING RECURRING REVENUES

In 2010 MSP Mentor predicted that just 10% of VARs would successfully make the move from the break-fix model to become MSPs. However, the prediction was based firmly on how it was being approached by some of the big players in the industry at the time such as HP. ⁶



⁶<http://mspmentor.net/sales/how-many-vars-will-become-msps>

The drive to push VARs to continue promoting “traditional channel messages” and then tagging on network services as almost an afterthought is testament to the lack of support from manufacturers and suppliers at the time.

Even for those businesses looking to continue reselling hardware products, it’s how you wrap around the Managed Services to present an entire package that makes the difference.

Explain how Managed Services can be effectively sold to the customer over the break-fix model, by:

- Cost of IT downtime to a company including cost of on-site repair, call out charges and loss of business during downtime. Also the cost of loss of productivity when IT systems are inaccessible
- Security needs ongoing, daily monitoring with updates applied frequently
- Facts and figures with regard to how much it costs businesses when hardware fails and data is lost due to a failure to back up
- Customer data considerations, especially with regard to PCI DSS and the responsibilities of the company

Who's the first person a business owner is going to call in the event of data loss, malware attacks or email issues? Its IT partner – if they in turn don't have the capability of adequately protecting customer systems due to poor maintenance and backup, what then?

MSPs should ensure that customers who were previously on the break-fix model and are looking to switch or create a hybrid solution know the business consequences of an IT disaster and why it's necessary to guard against them.

Businesses of all sizes are notoriously bad at protecting data, which is becoming increasingly vital to a given company.

Break-fix models also don't offer services such as backing-up and businesses are notoriously bad at this.

"Many IT administrators surveyed revealed that a failed backup has led to a loss of revenue and important company documents, including financial records, employee emails and confidential information such as social security numbers. As a result, respondents indicated that failed backups have affected customer relations, business operations and brand reputation."⁷

"60% of companies that lose their data will shut down within six months."⁷

53% of businesses surveyed said that they did not carry out daily backups. The reasons cited for this by IT administrators ranged from it not being an efficient use of their time, to there not being very much data to backup, a lack of resources and a lack of efficient technology.

75% who worked at an organisation with between 50 and 99 employees said that backing up interfered with the productivity of the workforce.

32% of IT admins said that don't test the backup systems that they do have in place for effectiveness.⁹

This information will help you to move the customer away from a traditional break-fix approach into a managed or hybrid model, which will be more cost effective for both them and you.

You also need to consider why the client should buy from you over other providers and be able to answer that question yourself, logically and comprehensively.

⁷ <https://www.bostoncomputing.net/consultation/databackup/statistics/>

⁸ <https://www.maxfocus.com/sites/max/files/research-brief-for-backup-survey-data.pdf>

⁹ <http://www.mspanswers.com/2012/02/10/17-reasons-why-providing-breakfix-support-will-kill-your-it-support-business/>

YOUR INVESTMENT

You'll be happy to learn that with LOGICnow, not only do we offer you a simple and accessible way to get into Managed Services, but that the initial level of investment required from you is minimal.

You have two choices when it comes to the pricing structure and you can use whichever best suits your business.

- A monthly capped fee which allows you to use all of the features of the MAX Remote Management software
- The 'per Module Monitoring and Reporting' option which allows you to pay for just the modules which you're going to be using

LOGICnow offers the lowest total cost of ownership of any other system on the market, there's no lengthy contract and you only pay for what you use. This means that you can rest assured with the knowledge that you can effectively grow your business without a huge, upfront investment and the risk that comes with it.

The benefits and promises to you from the MSP that LOGICnow offers:

- No hidden costs or charges
- Lowest billing methods are automatically calculated at the end of each month, ensuring that you only ever pay the cheapest possible price for what you use
- No upfront license fee costs
- No annual support costs, this is included for free
- No minimum order
- Free upgrades all handled by LogicNow
- Rolling contract that allows you to cancel at any time with no penalties
- Risk free "Try Before You Buy" program enabling you to demonstrate software to potential clients and gain sales even before you've started being billed



Since you only ever pay for what you need, even if a customer cancels, you won't lose out as when you cancel any module, LogicNow stop billing you for it on the very first day.

LOGICnow means that you can manage more devices with a lower ratio of staff, so salary costs are also reduced.

So, your investment is going to be focused more on the time you spend selling your Managed Services, rather than there being a large outlay at the beginning. We understand that you need time and perhaps don't have the capital to plough a huge amount of cash into something, so we make it possible.

What's more, we don't waste any of your time by providing a product that's hugely expensive to set up on customer networks; you can be up and running within ten minutes of making the decision to use LOGICnow.

Of course, depending on your business set up, whether you're a new business or an existing one, you'll have to invest in some marketing materials, possibly your website and social media presence and insurances to ensure that you and your staff are covered when working on client equipment.

HOW LOGICNOW CAN HELP YOUR BUSINESS

It's in our interest to ensure that your business grows and succeeds whilst using the LOGICnow model so we give you our Building Blocks to Managed Services, which helps an IT support provider to make the transition from its existing business model.

Access to all of the sales materials needed is free to all MAX Remote Management clients and provides a host of information to enable you to more effectively sell your services:

- Sample sales collateral to use as you like – royalties free, customizable and ready-to-use
- Overview and implementation guides – to explain the services and what to include under each service block
- Sample legal agreements – contracts, statement of works
- Sample website, email and social media copy
- Customer presentations...

When adding new aspects to your business in order

for it to grow it can be a daunting affair. This is why we provide top notch support. Not only do you have access to all of the above and more, but there's even a dedicated website which offers information on just about every aspect of being an MSP you could ever hope for.

All of this is designed to help your business grow, increase its revenues and decrease its costs. We don't make it complicated either; we know your time is valuable and you need to make the transition into becoming an MSP quickly.

There's no time-consuming and lengthy training courses to attend, no software to install or complex business models to get your head around. We provide marketing materials that your customers will

have no trouble grasping (no jargon here!), which will make the benefits easier to understand and it will also facilitate the buying process.

And the best bit? It's all completely free to use. **There's no charge. Nada!**

HOW TO SELL LOGICNOW MANAGED SERVICES

As an MSP it's your job to be the one that businesses turn to when things go wrong and to do this, it's necessary to build trust. This is done through offering excellent products, alongside outstanding customer service and support, as well as transparency when it comes to pricing.

You can of course use the LOGICnow Building Blocks program to help you market your Managed Services and the support that we offer to help grow your business is another lucrative selling point. At the end of the day though, you're the person on the ground and it's you that the customer will be listening to.

We've talked about why the customer might need Managed Services and this will help you. But often, a customer needs a little more convincing that it's not just pater. SOHOs and SMBs in particular can be difficult to sell to, especially since the vast majority of them are accustomed to the break-fix model.

In order to sell effectively, it's necessary to get into the mind of the customer and identify their needs.

As a salesperson, it's not just a case of knowing these needs, but also how you can communicate with the customer that you understand them in a relatively short space of time.

Whilst business leaders will of course benefit from knowing how technology and your services can help their business, what really talks to them are the numbers and how they affect their bottom line.

Show them how Managed Services can:

- Increase employee productivity
- Increase sales
- Automate processes, saving on time and money
- Reduce risk
- Enable them to have a great business that is capable of surpassing the competition

As mentioned earlier, the CEO needs to understand the benefits to a given business – you could sell the services based upon:

- **The pay-as-you-go model** – this has several benefits such as reducing costs and budgetary planning. Whilst of course you can't predict if hardware problems will occur with an infallible level of accuracy, demonstrate that by monitoring systems you can save them costs in downtime and possibly fines, if they deal with sensitive customer data.
- **Cutting costs equals a competitive advantage** – people in business tend to be naturally competitive so ensure that they're aware of how much cutting costs can provide them with an advantage.
- **Case studies** – everyone loves a success story and if you can demonstrate that your other customers have benefitted financially, then it will be much easier for you to sell your Managed Services.

It's vastly better to be transparent about pricing and ensure that there are no hidden costs that'll annoy the customer once the system has been implemented. Making this clear will also make it much easier to sell. In order to do this, you can provide an initial Managed Services offering at a set price.

The best approach to this is to carry out an initial network assessment to identify pain points in the client network.

In order to ensure that you're offering something that won't affect revenue from your existing break-fix business, you need to show the customer that you have the technology, experience and expertise. You also need to understand that the customer is coming at this strictly from a business viewpoint and as such, should be made to understand the benefits that Managed Services will have on the business.

For example, say you're visiting an SMB in order to move them away from break-fix only into the Managed Services model.

Your initial offering will be based on issues with the network that were flagged up in the network assessment such as security, software patching, compliance and so on.

Build your pricing template to include at a minimum:

- **Monitoring:** Client systems are monitored and alerts are received by the MSP should anything happen that can cause a potential issue. Your client will receive 24x7x365 service running system health checks and specifically checks for hacks.
- **Asset management:** This involves running a system discovery and collating an Asset Inventory Report for the client.
- **Maintenance:** Provide ongoing automated checks and reports on server and workstation health.
- **Security:** You will run baseline automatic scripting, remotely monitor and update AV and Back Up – this also can include MDM and Policy Management.
- **Reporting:** Automated monitoring delivered on a scheduled basis.
- **Quarterly business reviews** (It's important to always include this one): The client has the opportunity to sit down with you and plan out a Business Needs Assessment on a quarterly basis. Here you can set objectives and plan for the future and how your MSP services can help to make improvements.

You can charge for the initial assessment in order to provide value for that service in itself. This can then be applied as a credit when the customer places an order so that there is further incentive to buy.

Work the numbers too; show them that the model that they're currently using is costing them more in the long term.

So, all of the above services are delivered via the LOGICnow software. Let's say that you provide all of the above services at a price point of \$199 per month. This is a nice sum that physiologically is easily approved by other business partners.

ROI Calculator

- 10 Sites
- \$199 per month for service
- Revenue = \$2,985/month or \$35,820/year
- Cost = \$359/month or \$4,308/year
- Net = \$31,512/year or 87% margin

So initially, you target those first ten sales, using network assessments and with a clear plan on what you're offering for a set price. You're proving value to the client in terms of downtime and how their staff will be freed up by using Managed Services. You're also providing a sense of trust with proven experience and the use of technological tools.

It's important to include reporting so that you can really prove value to the customer and they understand what they're getting for their money. By offering a set package which you can bill for monthly, quarterly or annually, you're offering the customer an ongoing support package with very transparent costs. The only thing that the customer is likely to pay out for is replacement hardware and you can even use monitoring to pick up any errors that faulty hardware may throw up and so warn the customer of potential costs before they occur.

The inclusion of the quarterly business review also provides you with an ongoing opportunity to upgrade the client to a more comprehensive package.

*"To capture future growth and be positioned on the right side of the fast-shifting IT services marketplace, IT service providers need to bridge their legacy offerings and new delivery paradigms."**

Gartner

* AVG: Transitioning to Subscription-Based Business Models available from <http://thevarguy.com/avg/whitepapertransitioning-subscription-based-business-models>

NETWORK ASSESSMENTS AS A SALES TOOL

In general, a business owner or CEO will have very little idea of what's on the company network, whether it's working to its full ability or if it's cost effective or a drain on company resources and finances.

Weak passwords, apps downloaded without authorization, un-inventoried servers attached to the network – all of these things and more can have an effect on the day-to-day running of the IT infrastructure and impact business processes.

The ability to carry out a systems health check using MAX gives you the competitive edge as it allows you to create a fully branded report that quickly identifies weak points in the network that will cause a problem in the future (or already has).

This helps you devise a plan that can be used to improve network management through Managed Services. It allows the company to mitigate risk when it comes to security and it lets you provide a tailored service, which covers everything that the customer needs.



MAX PRODUCTS

So, now we've gone through the benefits of LOGICnow for both you and your customers. Let's see what you get.

Our products can be broken down into six categories or modules:

- MAX Remote Management
- MAX Backup
- MAX Managed Antivirus
- MAX ServiceDesk
- MAX Mail Protection
- MAX Mail Archive

You can add and remove modules as and when you need them, so if a customer cancels, you're not left paying for a service that you're no longer selling. All of our software is white label, so can be fully branded, enabling your business to show customers an impressive looking product that carries your specific company branding.



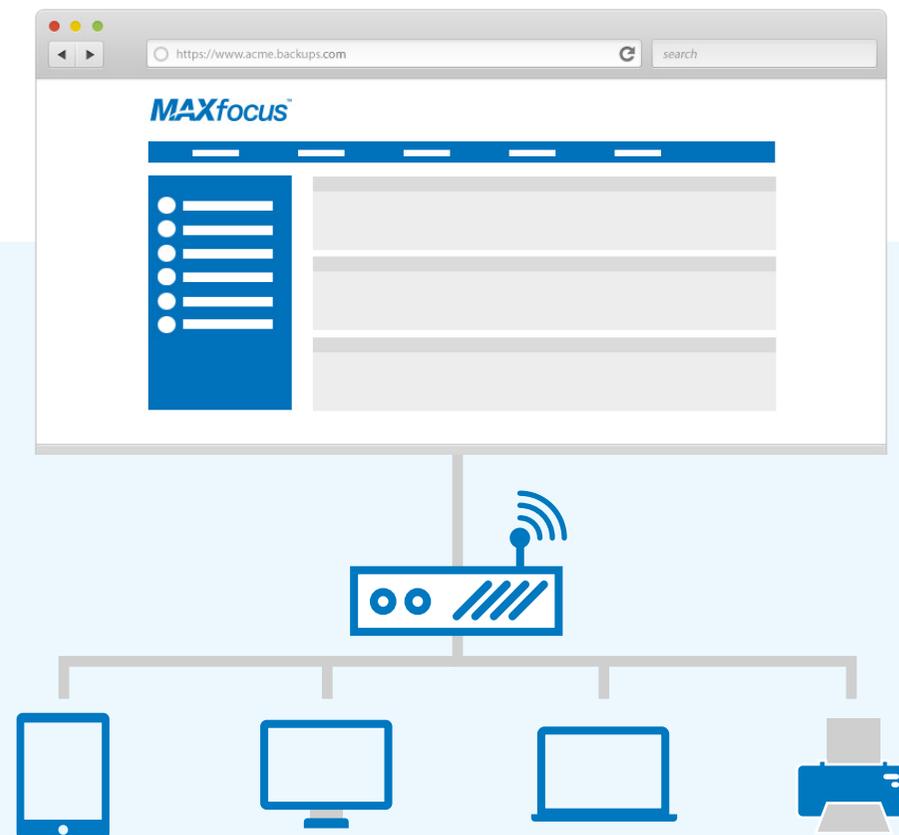
MAX REMOTE MANAGEMENT

Deliver superior IT support to businesses of all sizes with the MAX Remote Management system. Automate all of those time-consuming jobs such as checks on event logs, disk space, file sizes, Exchange and more!

The MAX RM system allows you to run daily health checks on client networks and provides instant alerts straight to your desktop, tablet or mobile in the event of an issue. Branded reports can be created, so it's easy to prove value to your customers.

No training is necessary, the system is simple to pick up and there's no need for any hardware to be installed to use it.

MAX RM software gives you the tools you need to provide top class support to customers using helpdesk. You can use it to monitor and fix problems quickly and remotely and sometimes it can even carry out the fix for you – as long as it's a standard problem.



MAX BACKUP

For those of you who don't need all the functionality of the integrated MSP platform, MAX Backup offers you an affordable, fast and flexible stand-alone backup system for smaller clients.

Easy to manage from a central dashboard, you'll have the ability to offer customers a comprehensive and secure online backup system without breaking the bank.

The system is simple to set up, fully brandable and easy to deploy; and once it's up and running, you can manage all customers on one dashboard and not have to worry about lost data.



MAX MANAGED ANTIVIRUS

Security is a must for all businesses and smaller companies are now coming under attack on a constant basis. It's vital for every business to ensure that they have a decent level of protection in place. The MAX Managed Antivirus model can be purchased stand-alone, or as a part of the RemoteManagement package – whichever suits you.

Simple to deploy, easy to manage and highly effective, the software isn't a resource hog and of course, it's very competitively priced.



MAX SERVICEDESK

With MAX ServiceDesk, you can deliver unbeatable customer support alongside enquiry management and other critical support processes. Improve your company's productivity and grow your business further with the super-efficient and affordable ServiceDesk software.

With ServiceDesk your customers will enjoy a single point of contact for IT issues, something that relieves a lot of the frustration that comes with technology related problems. Even better, they can tweet you a support question, which can be turned into a service ticket, and there's even a self-service front end to reduce hassle and improve productivity.

ServiceDesk is fully scalable, so it'll easily grow with your business, you get free upgrades and there's no admin charges – so you always know exactly how much you're paying and what for. You can keep track of response times too, enabling you to further streamline and offer the best support in your area.



MAX MAILPROTECTION

Your customers will adore MAX MailProtection as much as we're sure you will once you've seen it. Not only can you offer hosted protection against spam and other email threats, but your customers can access and respond to emails even when their own systems are offline.

If there's one thing that's likely to send any business owner into a panic-driven spin, it's an issue with email, so they will love MAX MailProtection. The system uses cloud-based technologies to provide protection against threats such as zero-day, malware and spam which is highly effective and vital to the modern business.



MAX MAILARCHIVE

On-site email systems can be clunky and often they need constant and costly maintenance. With MAX MailArchive, you can offer your customers an effective, affordable, hosted mail archiving system that can be set up in as little as 10 minutes.

Perfect for use with the MailProtection module, get ready to be in a position to offer your customers excellent email services that they will love and that take the headaches away from the day-to-day hassle that's associated with onsite email infrastructures.



CHEAT SHEET

Remember all MAX products are available on a pay-as-you-go basis. You (and your customers) only ever pay for what you use.

| Product | Features |
|-----------------------|--|
| MAX Remote Management | <ul style="list-style-type: none"> • App control • Automated maintenance • Asset tracking • Alerting and viewing • Automated monitoring • Integration and vendor support • Patch management • Remote access • Mobile device management • Service desk • Systems reporting |
| MAX Backup | <ul style="list-style-type: none"> • Standalone hosted backup • Fast • Secure |
| MAX Managed Antivirus | <ul style="list-style-type: none"> • Deploy AV solutions to multiple servers and workstations • Apply multiple AV configurations • Receive alerts when malware detected • Based on award-winning Bitdefender Antivirus • Low impact – won't hog resources |

Best in Class MSPs sell value rather than price.

Remember – clients rarely care about the technical – don't use jargon!

| Product | Features |
|--------------------|---|
| MAX ServiceDesk | <ul style="list-style-type: none"> • Browser based, no local installation necessary • Dedicated self-service customer area • Works across numerous sources (eg. convert tweet to ticket) • Inventory support • Simple ticketing system • Comprehensive time tracking capabilities • Comprehensive notifications capabilities |
| MAX MailProtection | <ul style="list-style-type: none"> • Continuity feature means mail can be accessed even when customer infrastructure is offline • Fully scalable • World class protection from email borne threats |
| MAX MailArchive | <ul style="list-style-type: none"> • Can be used as a standalone product • Fully hosted email archiving • Flexible and scalable |

ADDITIONAL SOURCES

The following selection of sources are help you get the most out of this eBook and our great products.

- <http://www.logicnow.com/>
- <http://www.marketsandmarkets.com/PressReleases/managed-services.asp>
- http://www.gxs.co.uk/resources/white_papers/stanford-university-research-study-b2b-managed-services
- <http://www.techrepublic.com/blog/cio-insights/cheat-sheet-managed-security-services/>
- <http://www.mspbusinessmanagement.com/blog/ten-things-you-need-quick-start-msp-business-%E2%80%93-part-2>
- <http://www.comptia.org/insight-tools/technology?tags=managed%20services>
- <http://www.channelpronetwork.com/article/Mastering-the-Managed-Services-Sales-Pitch>
- <http://www.darkreading.com/risk-management/zeus-malware-returns-targets-smbs/d/d-id/1110250?>
- <http://mspmentor.net/sales/how-many-vars-will-become-msps>
- <http://www.mspanswers.com/2012/02/10/17-reasons-why-providing-breakfix-support-will-kill-your-it-support-business/>
- <http://uk.reuters.com/article/2014/03/24/research-and-markets-idUKnBw245524a+100+BSW20140324>
- <http://mspmentor.net/blog/how-breakfix-can-break-your-managed-services-business>
- <https://www.youtube.com/watch?v=C5xcbbVtEws>



Connect with us!

Please get in touch if you have any questions about any of our services.



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