Becoming an MSP

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MRR

"But why should customers pay me for services they're not getting?"

"What if customers use too much of my services?"

MSP: Control costs
Hourly: Provide value
Per ticket: Cut costs
Fixed Fee: Complete projects

MSP: Control infrastructure costs and leverage projects for value

The MSP model is about automation

Being sticky: Reposition saved time to provide value

Buying tools cuts into margin

Automate only the things that make sense

Make data driven decisions

Reduce tickets

Reduce the time it takes to close tickets

Reduce back office burden by eliminating double-entry

Reduce number of onsite appointments

Reduce large failures (e.g. CEOs machine crashing because the hard drive is full)

When you automate you have to hire a more expensive workforce

It begins with monitoring

Then major release management (e.g. Software Update Server)

Then third party
software packages

Then scripts to self-heal systems

Then OS 10.12 comes out…

QA processes

When 10.13 comes out, now you have to update packages and QA scripts

Most of this is simple/ubiquitous in iOS

At some point…
Business!!!

As an MSP grows, it needs to bill in multiple ways

PSA: Reduce the accounting burden from fixed fee, per ticket, managed services, hourly, etc.

Automated billing

Customer benefits

Employees spend more time working

Faster response times

The hard stuff

Pick an MSA

Pick an accounting package that integrates with your MSA

Pick a patch management solution (figure out a way to integrate it with the PSA)

Build streamlined business processes

Build zero tier assets

Be transparent

The ecosystem

Hardware

Networks

Software

Mobile apps

Cloud solutions

Line of business solutions

Going MSP doesn't mean only MSP

Bundles

In Conclusion

Only automate the things that make sense

Build processes

Build self-help assets

Sell infrastructure

Keep an eye on providing value

Know your customers, and what you can help them with

Beachheads and wedges

Parting thought: Who has trouble retaining top talent when they price out of your market?

Despite your best laid plans: BUSINESS!