

Managed Services Platforms and Technologies - IPED Insights and Perspectives

Applying knowledge gained from field and partner interactions

Continuing Education for IPED Channel Masters

IPED Facilitator - Mark Williams



Over 20 years of operational experience helping large and small companies generate greater revenue through direct and indirect channels.

- Unique experience of leading teams on the sales as well as strategic marketing side of organizations. Throughout his career, Mark has been responsible for developing channel strategies, defining channel programs as well as leading sales teams to drive revenue.
- Before his involvement with IPED, Mark was Vice President of Americas Sales at BakBone Software responsible for all revenue from the Americas.
- Prior to BakBone, Mark was Vice President of Global Field Operations and Vice President of Marketing at Vignette responsible for developing direct and indirect channel sales strategies, programs and operational management across all major geographies plus management of corporate, field and partner marketing.
- Mark also spent 11 years at IBM where he was the Director of Partner Marketing responsible for managing the global go- to-market strategies for all software brands which included developing channel readiness, partner recruitment, partner enablement, and channel marketing programs.
- Mark earned a BA in Computer Science from The University of Texas at Austin and spent his early career as a software developer and development project manager.

IPED® Consulting

 **BakBone**

Vignette



Our Guests - MSP Coaches



Rex Frank
President and CEO



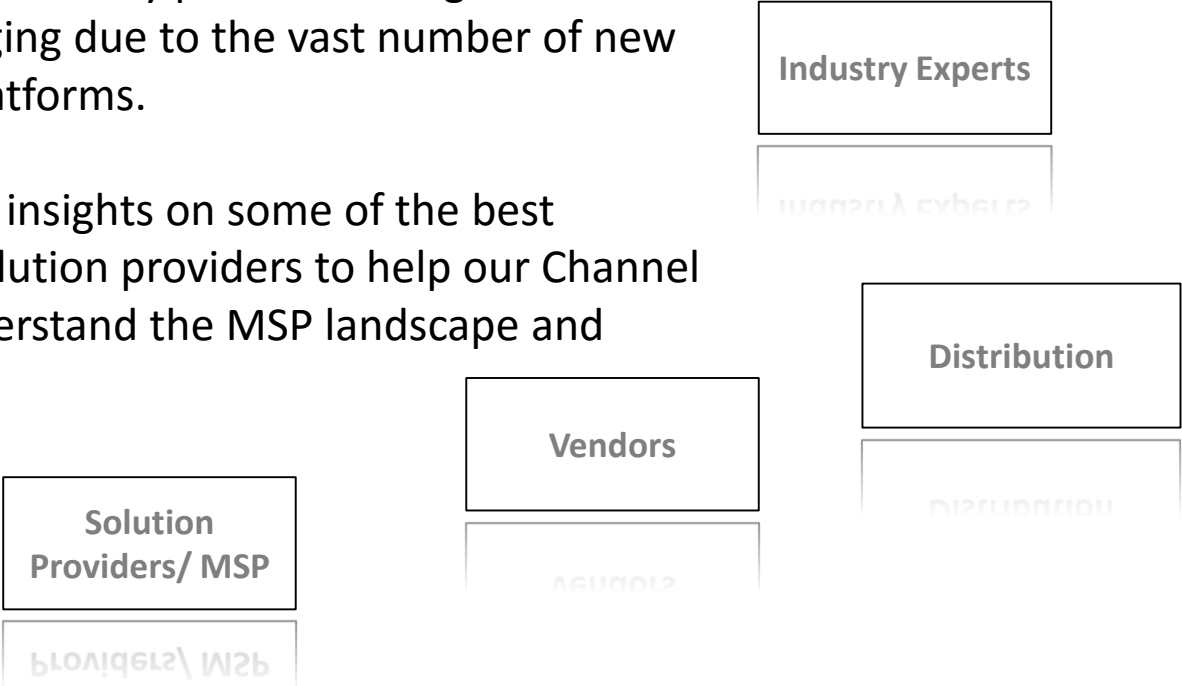
Chris Butler
Partner & Senior Executive Coach

Trustworthy Guidance for Today's MSP Leaders

Our mission today...

The landscape of how MSPs effectively provide managed services to their clients is rapidly changing due to the vast number of new offerings and management platforms.

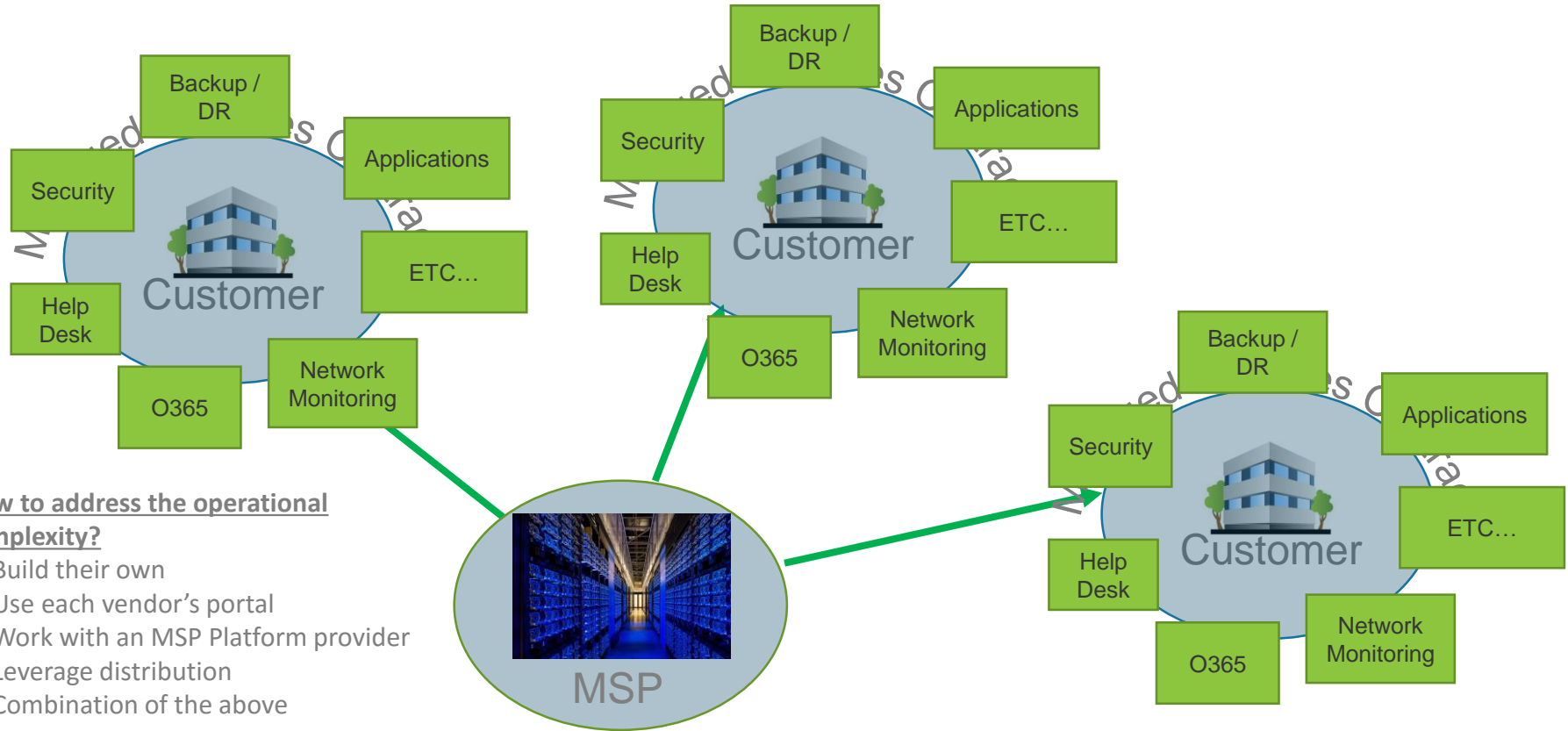
The IPED team will share their insights on some of the best practices from vendors and solution providers to help our Channel Master's members better understand the MSP landscape and requirements.



The operations behind managed services

1. What are MSPs asking for?
2. What's happening with some of the traditional RMM / PSA vendors and distribution?
3. How are some vendors leveraging these operational platforms?
4. The MSPs perspective – (discussion with MSP coaches)

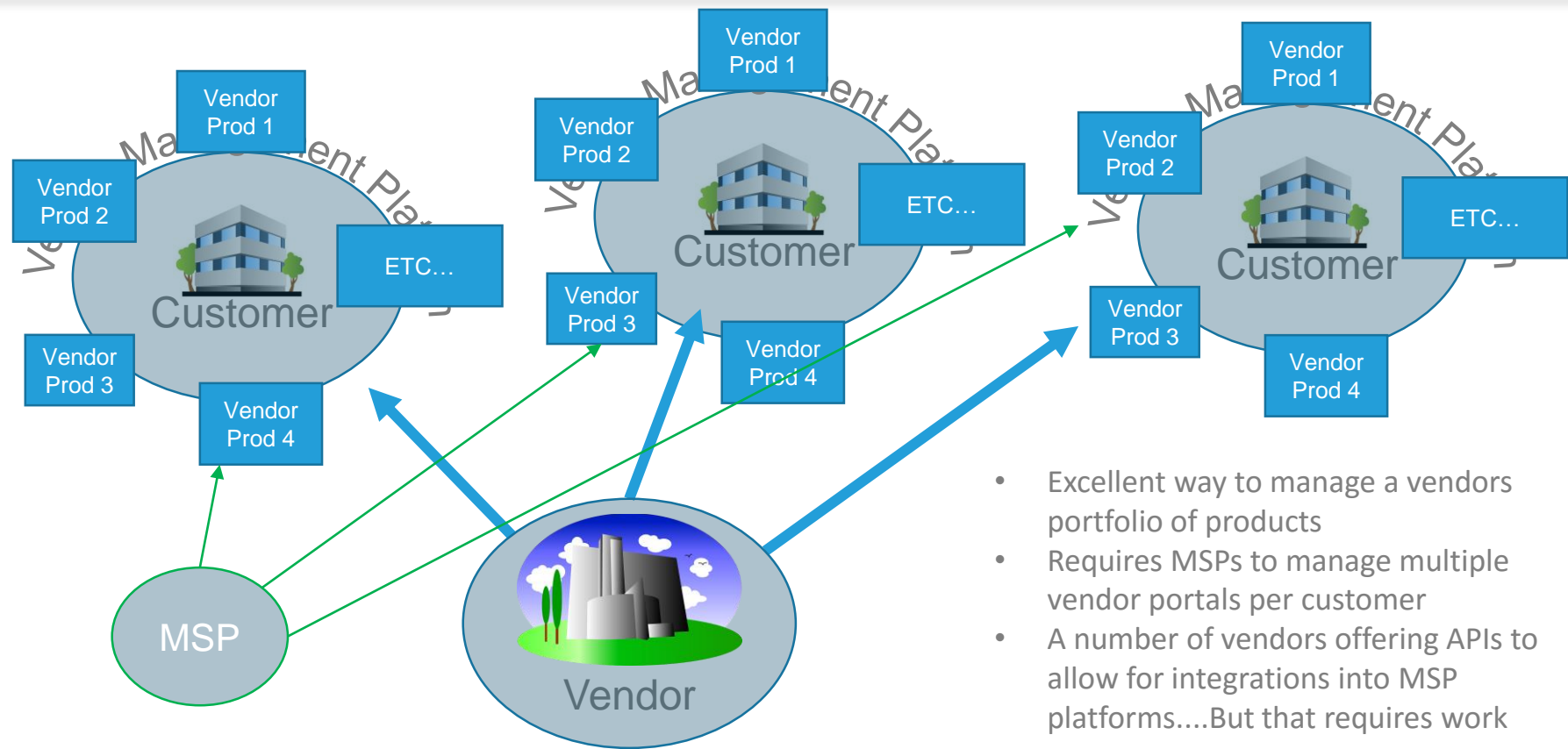
The operational issue facing many MSPs – MSP Perspective



How to address the operational complexity?

- Build their own
- Use each vendor's portal
- Work with an MSP Platform provider
- Leverage distribution
- Combination of the above

The operational issue facing many MSPs – Vendor Perspective

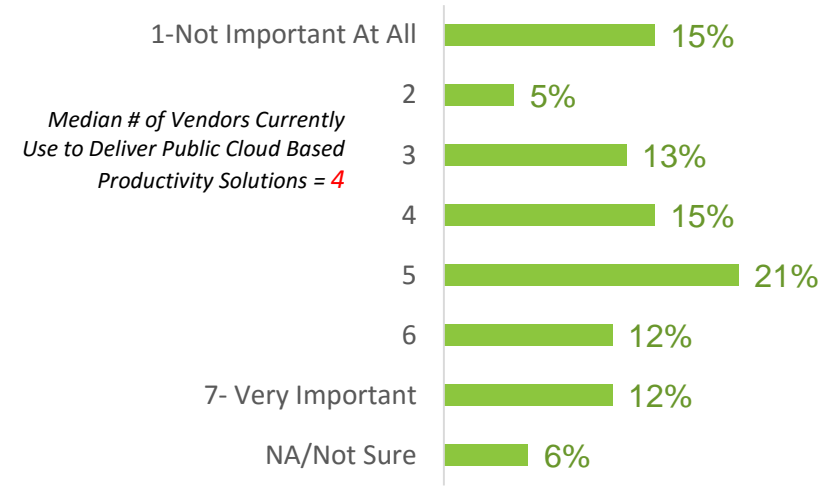


- Excellent way to manage a vendors portfolio of products
- Requires MSPs to manage multiple vendor portals per customer
- A number of vendors offering APIs to allow for integrations into MSP platforms....But that requires work

Many solution providers stated they would like to reduce the number of vendors they work with, BUT that may not happen in the short term

- Takeaways:**
- Only 25% of solution providers surveyed believe its important to reduce their number of vendors, WHY?
 - During interviews, several stated that they are still building their cloud portfolio and because of the number of best in class new entrants, they are still trying to “pick” the best solutions/vendors
 - Almost all interviewed believed the role of distribution/cloud aggregator has potentially significant benefits, BUT don’t believe they are there yet

Importance of Reducing Number of Public Cloud Office Productivity Vendors



“We have already reduced our number of cloud vendors from 14 to 7”
VAR, \$5M annual revenue

“This is why we work with distribution. We are not big enough to deal with a large number of different vendors systems”
VAR, \$2M annual revenue

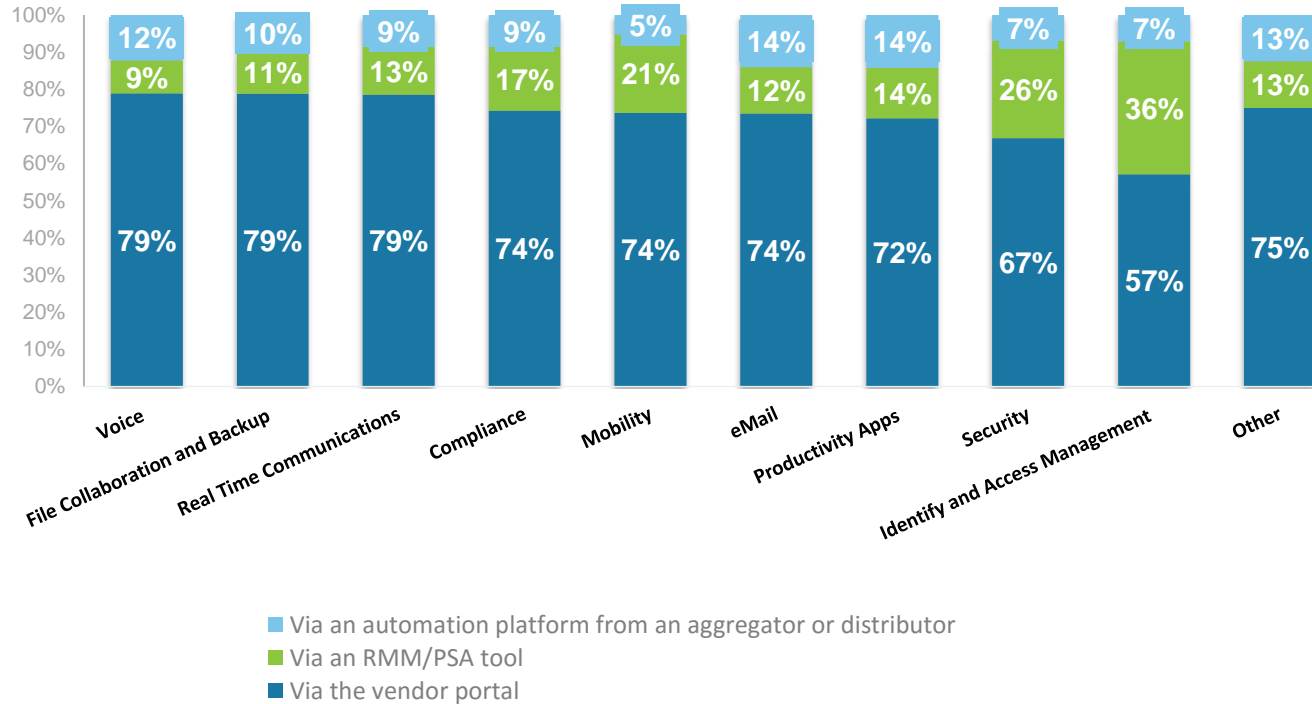
Q: How important is it to reduce the overall number of vendors you use to sell, delivery, and manage Public Cloud Based office productivity solutions? (n=218)

Vendor portals are the predominate way solution providers manage their cloud environments

Takeaways:

- Ease of use stated as primary reason for using vendor portal
- Perceive this situation as “getting significantly” worse as more vendors/providers deliver on cloud strategy
- Believability is a significant concern associated with 3rd party solutions.
- Office 365 and several security offerings named highly for simplicity and ease of use

Managing Public Cloud Office Productivity Solutions



Q: How do you currently manage your Public Cloud Based office productivity solutions? (n=Sample Sizes Vary)

TOP 4 THINGS MSPs WANT FROM VENDORS TO IMPROVE PROFITABILITY



- 1 Make training and certification more affordable
- 2 Offer utility based or consumption based pricing
- 3 Create linkage to PSA or recurring revenue automation tool
- 4 More marketing visibility as part of vendor ecosystem





AT-A-GLANCE /
MSP PRO

Lowers
Costs

LEVERS OF PARTNER PROFITABILITY: MSPs

SELLING GENERAL & ADMINISTRATIVE OPERATIONS MANAGEMENT

Decrease SG&A Create linkage to key PSA or recurring revenue automation tools **41%**

Decrease COG Expanded financing to help us absorb the cost of building/ expanding our data center **32%**

Decrease COG Provide greater services automation tools that link to their systems **11%**

*Q: What support do you need from your traditional IT vendors to decrease your SG&A costs?
Please select three and rank in order of importance*

SELLING GENERAL & ADMINISTRATIVE VENDOR ENABLEMENT AND TRANSACTION SUPPORT (PROGRAM)

Decrease SG&A Make training and certification more affordable **64%**

Decrease SG&A Reduce/Eliminate Channel/Alliance Program Fees **33%**

Decrease SG&A Make marketing funds easier to get access to **28%**

This is what we hear from solution providers...

1

Want single way to managed
MY customers and their
environments
(single pane of glass)

2

The operational problem is
getting worse, BUT SPs are
continuing to add solutions to
address customers problems

3

Cloud exacerbates the situation
and cloud
application/infrastructure
often noted as a top
requirement

4

Complete replacement of their
MSP operational platform is not
realistic...BUT they know they
must prepare for the future

“this is starting to impact our vendor decisions relative to our MSP business model. It is now an important decision criteria”

“one of my biggest issue is back-end, billing, support, hidden costs, and vendor management. This adds 20% to my overall costs”

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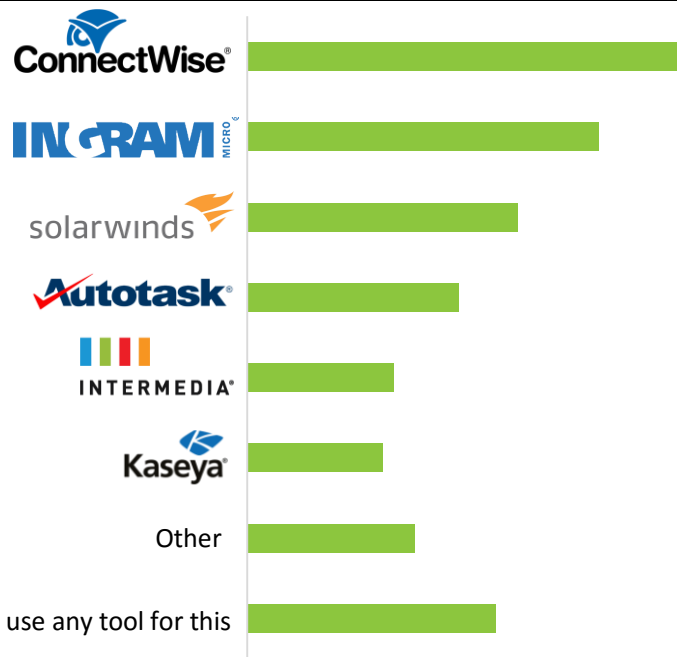
ConnectWise is still the preferred choice for solution providers for managed services and cloud solutions, BUT distribution solutions are gaining traction

Takeaways:

- None of the solutions really handle everything the partners want to manage
- Distribution platforms are getting better, but still seem focused on the billing and procurement functionality
- While not prevalent, some of the others included AppRiver and Sherweb
 - Both of which were viewed very positively from solution providers
- Partners want a single pane of glass to manage their customers, but do not believe a solution exists today



Cloud / Manage Services Platforms



None – we don't use any tool for this

Q: Which of the following companies do you work with to help you manage your overall Managed Services environment including Public Cloud Based office productivity solutions? (n=218)

ConnectWise

ConnectWise

Products Solutions Why ConnectWise Resources

Uniting the Ecosystem

The message was clear from IT Nation mainstage. ConnectWise is committed to our role at the center of an evolving technology ecosystem, connecting you to solutions that simplify and empower success.

- MANAGE™**
Hyper-efficient business management
- AUTOMATE™**
Robust remote monitoring and management
- SELL™**
Professional quote and proposal automation
- CONTROL™**
Lightning-fast secure remote control
- UNITE™**
Unified cloud solutions management

- Vision to connect the technology ecosystem
- Expanded portfolio to address cloud management
- Recently announced integrations whit Amazon and Cisco
- Envision being the centerpiece to solve MSP operational challenges



CRN Interview: Kaseya CEO Voccola On 2018 Priorities, 'Challenging' ConnectWise Relationship And 'Industry-Shattering' M&A Plans

by Alec Shirkey on January 18, 2018, 10:48 am EST

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Pushing Into The New Year

To hear Kaseya CEO Fred Voccola tell it, the MSP platform provider is coming off a "freaking awesome" year, and he's quite bullish on the space in 2018.

With IT spending up among small and midsize businesses, according to Kaseya research, Voccola notes that end users are beginning to demand a broader range of technology that was once seen as being confined to enterprise-class businesses.

"It kind of tracks what we saw in the enterprise from 1990 to 2007," Voccola said. "The enterprise IT infrastructure spend at that time was about five times the rate of GDP growth. In the last four or five years, we're seeing that same trend happen in small to midsize businesses."

In a wide-ranging interview with CRN, Voccola touched on a number of MSP industry topics, including Kaseya's new business intelligence tool – MSP Insights – and how the Datto-Autotask merger might affect the competitive landscape moving forward.

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- Moving beyond RMM-based technologies
- Focus on more security-centric, compliance-centric and network management-centric solutions.
- Acquisitions key in 2018
- Drive technician efficiencies = increased MSP profitability



Datto Announces Acquisition by Vista Equity Partners; Vista to Merge Datto and Autotask to Unify Market-Leading Managed Services Platforms

Oct 26, 2017

*Combined Business Creates the Only Complete Business and Technology
Software Suite for the World's Most Successful Technology Providers*

Norwalk, CT — October 26, 2017 — Datto, the leading provider of total data protection solutions for businesses around the world, today announced it has entered into a definitive agreement to be acquired by Vista Equity Partners ("Vista"), a leading investment firm focused on software, data and technology-enabled businesses. The acquisition combines the leading backup and disaster recovery solutions with Vista's strategic and operational expertise for supporting high-growth technology companies.

Datto develops business continuity solutions that secure business data for over 100,000 companies around the world. Its suite of services includes backup and disaster recovery ("BDR"), cloud-to-cloud backup services for SaaS applications and network continuity services.

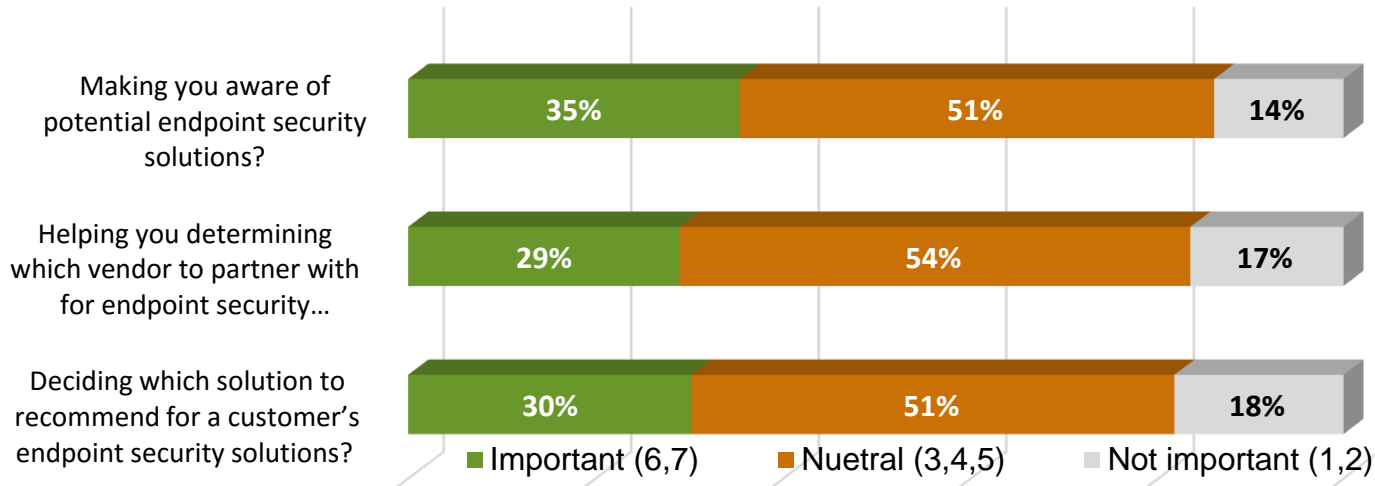
Distribution Cloud Services Platforms provide a single platform for Solution Providers to manage cross vendor cloud environments

Excerpt from recent study on Security MSP

Takeaway:

Distributor marketplaces are becoming more important to partners with almost 1 in 3 partners declaring they are important in helping them determine security solutions

Importance of distributor marketplaces



Q1-3: How important are distributor marketplaces in:

Distribution

The screenshot shows the Ingram Micro Cloud Services Platforms page. At the top, there are navigation links: SHOP CLOUD SOLUTIONS, BECOME A PARTNER, DISCOVER PLATFORMS, SUPPORT, and COMPANY. The main heading is "Cloud Services Platforms" with a subtext: "Choose from six flexible and scalable options with the most advanced technologies for bundling, cross-selling and upselling cloud solutions with other product and service offerings through the web." Below this, there are two radio buttons: "SaaS" (selected) and "Software Licensing". A horizontal flow of six circular icons represents different cloud services: Cloud Marketplace, Cloud Managed Programs, Cloud Store, Cloud Automation Operations, Cloud Automation Solutions, and Cloud Automation Partners. At the bottom, there are two large arrows: "Ingram Micro Cloud hosted/managed" (Simple management - Fast deployment - Core services portfolio) and "Provider self-hosted/managed" (High scalability - Full control - Broad services portfolio).



“Ingram tends to be really good at the billing and ordering”

The screenshot shows the Tech Data StreamOne Cloud page. The heading is "Power Your Cloud". Below it, there is a subtext: "Leverage Tech Data's StreamOne platform to create a customer experience that matches your business model. Seamlessly connect all cloud services for easier provisioning, billing, and management." To the right is the Tech Data StreamOne Cloud logo. Below the main text are three columns, each with an icon and a title: 1. StreamOne Cloud Marketplace (with a shopping bag icon) - "The StreamOne Cloud Marketplace (SCM) helps you to learn, buy, and manage a broad range of cloud services." 2. StreamOne Enterprise Solutions Standard (with a server rack icon) - "StreamOne Enterprise Solutions (SES) provides added capabilities for complex IaaS and PaaS workloads with robust billing and management tools for partners and their end customers." 3. StreamOne Enterprise Solutions Premium (with a globe icon) - "Designed for partners to publish and sell their own solutions on a customer storefront."

“ I prefer to go through distribution because like ordering and fulfillment, I can't deal with every vendors unique way of doing business?”

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Cisco – Leveraging ConnectWise

Cloud & Managed Service Providers: Cisco ConnectWise Unite

- Customized managed services platform to help Cisco partners efficiently deliver managed services to the fast growing SMB market
- Focused on Cloud service providers; helping them build process management capabilities
- Manage Amazon Web Services and Cisco Platforms from one place; Cisco products include Meraki, Spark, Umbrella, and Stealthwatch Cloud
- Currently in pilot mode; recruiting existing and new Cisco MSPs, CSPs and Service Providers
- Subscription costs \$10/user/month after free trial
- Working on global solution offering (will complete by “late 2018”)
- Free trial available to MSPs through Jan. 1, 2018. Partners who register will get access to webinars, online training and road shows if they sign up before the end of 2017

Centralize Client Applications Management

Manage Amazon Web Services, and Cisco Platforms from one place. Reduce the complexity and time spent managing user accounts. With ConnectWise Unite, you can efficiently manage everything from one place, and perform tasks with ease.

[Download your Cloud Service Provider eBook >>](#)

Join the pilot program free through December 31, 2017 to experience:

- Single-Invoice Billing**
Fully automated, aggregated billing and one invoice for each customer.
- See Everything that Matters**
Increased visibility into your AWS and Cisco solutions.
- Proactive Instead of Reactive**
Proactive monitoring that ensures you stay as productive as possible.
- Built-In CRM**
Customer relationship management and basic ticketing capabilities.
- Simpler, Smoother Solutions**
Reduced complexity, time, and cost for managing cloud solutions

IPED Consulting

SOPHOS PRODUCTS SOLUTIONS PARTNERS SUPPORT COMPANY SIGN IN

Synchronized Security [Free Trial](#) [Learn More](#)

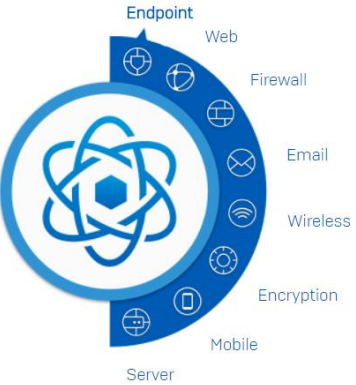
Synchronized Security

Intercept X

XG Firewall

CENTRALLY MANAGED THROUGH THE Sophos Central Platform

Manage all your Sophos products from a single, cloud-based console.



POLICY DETAILS

Runtime Protection

- Threat Protection
 - Protect document files from ransomware (CryptoGuard)
 - Protect from remotely run ransomware (only available on 64-bit systems)
- Peripheral Control
 - Protect critical functions in web browsers (Safe Browsing)
- Application Control
 - Mitigate exploits in vulnerable applications
- Mobile Device Management
 - Protect web browsers
 - Protect web browser plugins
 - Protect Java applications
 - Protect media applications
 - Protect office applications
- Web Control
- Web Gateway
 - Protect processes
 - Prevent process hollowing attacks
 - Prevent DLLs loading from untrusted folders
- Device Encryption
 - Detect network traffic to command and control servers

Scheduled Scanning

Allows partners to recognize deals secured from customers through the Amazon Web Services or Azure marketplaces

- > get margin and rebates from those deals
- > as well as count them towards their overall Sophos partner quotas

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Rex Frank
President and CEO





Chris Butler
Partner & Senior Executive Coach


Trustworthy Guidance for Today's MSP Leaders


Their perspective




 Can you give us your perspective on what are the top operational platform challenges facing MSP practices today?

 Do you have some examples of how some of the managed services operational platform vendors are addressing these challenges?

 In your opinion (as well as that of your clients), what are the biggest inhibitors to success for operational platform vendors?

 Any thoughts on what is coming that may impact how MSPs use these platforms and tools?

Rex Frank
President and CEO

 What advice would you give to the vendor community on how they should help MSP with these operational issues and challenges?

5 Categories Vendors Can Work on to Assist MSP Adoption of New Offerings:

- 1 • New Service Offering Defined
- 2 • Document New Service Offering Delivery
- 3 • Train New Service Offering
- 4 • Implement New Service Offering
- 5 • Deliver New Service Offering

Questions?

THE **CHANNEL** CO.™

Thank You



For More Information Contact:

Lisa Sabourin

Director of Engagements

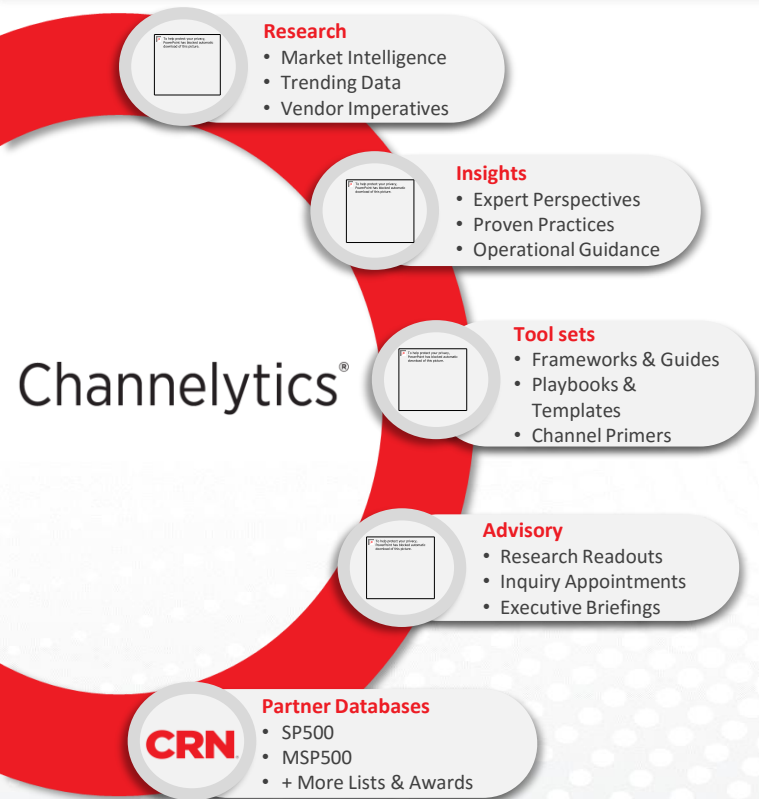
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The Channel Company

thechannelco.com

NEW
in 2018



Channelytics is a subscription service empowering channel professionals to make the decisions that matter most, driven by the *data and operational expertise* they trust from **IPED Consulting**.

Subscribers receive ongoing access to channel *research, expert channel analyst insights* and *operationally proven tool-sets* designed to unleash your channel potential.

- ▶ **Research on topics at the forefront of the channel**
- ▶ **Actionable insights to fully leverage the data**
- ▶ **Playbooks and tools for quicker execution**
- ▶ **Advisory services tailored to your goals**
- ▶ **Executive communities to network and collaborate**

2018 Research Tracks:

- ▶ State of Partner Profitability
- ▶ State of IoT in the Channel
- ▶ Evolving Role of CAMs
- ▶ State of Partner Marketing
- ▶ Professional Services Enablement
- ▶ Channel Census
- ▶ Vendor Benchmark
- ▶ State of Application Dev
- ▶ State of Managed Services
- ▶ State of Partner Enablement
- ▶ IoT: State of Channel Readiness

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