



The Formula for a Successful MSP Business

4 best practices

As a managed services provider (MSP), you're operating in a growing but highly competitive market, where organizations have many options. As a result, growth opportunities can differ significantly from one MSP to another. To stand out and drive sustainable growth, here are four strategies you can customize to fit any MSP model:

1. Create your differentiation

Companies have a lot of options when choosing an MSP, so it's important to create differentiation that sets yours apart. Here are a few ways to create a competitive advantage:



✓ **Demonstrate value**

Help customers develop a holistic approach to security that goes beyond just tools and products. When you demonstrate the value of what you're delivering, clients are less likely to switch providers.

✓ **Be proactive**

Successful MSPs help solve problems before they start by bringing insight and information to customers around what to look out for and what emerging threats need attention.

✓ **Be responsive**

If a customer has an issue, effectively communicate with your client along the way. The better the responsiveness, the bigger the indicator of MSP success.

2. Streamline your security practice

MSPs can reduce the overhead of delivering a security services while also lowering costs. Here's how:



✓ **Select high quality vendors**

Select security solutions that are easy to manage and have quality support service from a trusted vendor partner.

✓ **Look for flexible pricing**

Partner with vendors that have MSP pricing that optimizes your bottom line and allows you to grow your business with tiered pricing, significant margin opportunity, and flexible billing options.

3. Price offerings for repeated monthly recurring revenue



Growing your MSP business based on a predictable monthly recurring revenue (MRR) is a wise plan. Here are a few opportunities for applying that strategy:

- ✓ **Deliver security courses:** Providing security courses allows your clients to advance their awareness from a trusted source and provides a value-added offering for which you can charge additional fees.
- ✓ **Upsell endpoint security solutions:** Selling and managing endpoint protection for clients is a valuable offering. Partner with a vendor that provides flexible pricing that lets you manage your margins to further grow revenue.
- ✓ **Increase team efficiency:** High-performing MSPs continuously take close look at their operational and staff efficiency to reduce costs and optimize net income.
- ✓ **Offer new services and consulting:** Expanding your list of offerings is a growth opportunity. Broadening the skills of your team will empower you to introduce new services and consulting engagements.
- ✓ **Invest in automation:** Automating remedial and repetitive tasks instantly creates cost efficiencies and makes it easier to quickly increase the volume of your operations.

4. Plan for scale

Here's where leveraging predictable MRR and customer acquisitions is critical. Scaling requires teaming up with vendors that can assist with marketing your business and that provides best-in-class competitive offerings to attract customers willing to pay a premium for security services.



#1 Cybersecurity Solution For MSPs

When you select ThreatDown as your endpoint security vendor-of-choice, you not only get a best-in-class solution, but you also get all of the essential client management and partner resources to accelerate growth, remain cutting edge, and deliver on your clients' expectations.

The ThreatDown MSP Program is designed to foster meaningful, profitable and long-lasting relationships—one that enables you to grow your revenue while lowering your costs. We recognize the value of our MSP partners and are committed to building a long-term, successful relationship together.

Learn more

For more information on the ThreatDown MSP Partner Program, visit:

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