

# Capturing Superior Value from Your MSP/MSSP

**PANEL DISCUSSION**

June 3, 2021



# Agenda

- **Introductions**
- **Conversation Set Up**
- **MSP/MSSP Market Trends & Research**
- **Internal Gaps that Prevent Value, ROI**
- **Panel Questions, Discussion**
- **Value Acceleration Checklist**
- **What Customers Want from MSPs**
- **Wrap Up**



# Conversation Set Up

**Organizations of all sizes, across all industries are working to recover from the global pandemic, yet Gartner, estimates that the total global spending on IT has grown to over \$3.9 Trillion.** Over \$120 Billion is expected to be spent on cybersecurity in 2021 and the MSP market is expected to be \$329 Billion by 2025.

**While IT and Security spending continues to grow globally, organizations and leadership teams report ongoing struggles with realizing tangible business value or return on IT and security investments.** Each year hundreds of new technology and security solutions pour into the market. Today there are thousands of IT and Security vendors in the market and tens of thousands of products, devices and business applications to choose from. With this glut of solutions, vendors, and options, how can organizations capture greater value and tangible returns on IT, Security, and MSP investments?

## COMMON IT INVESTMENT & SPENDING QUESTIONS

- How stable are the IT systems and applications?
- How are IT and security investments paying off?
- How well are we identifying and responding to user and customer support requests?
- Are IT and security services being delivered to support the business' goals, objectives, and needs?
- How can we show / communicate the value of IT and security in terms that the business understands?





# MSP/MSSP Market Trends

**55% of MSPs Report that Most or All of their Clients Are Asking for Security Services**

**“Meeting Security Risks” is the Top Need of MSP Clients**

**The Managed Security market is projected to grow to \$50 Billion by 2023**

**Research shows that 83% of security teams experience “alert fatigue” and 88% have SIEM challenges**

**In 2020 32% of organizations increased their use of outside service providers**

**75% of MSPs report their clients struggle with regulatory compliance**

*Researchers estimate the global managed services market will grow from \$223 billion in 2020 to \$329 billion by 2025 with a CAGR of 8.1%*

# IT Industry Realities Impacting ROI

*IT Project Failure Rates and IT System Downtime*

**70% of IT Projects Fail.**

**55% of PMs cite budget overrun as a reason for project failure.**

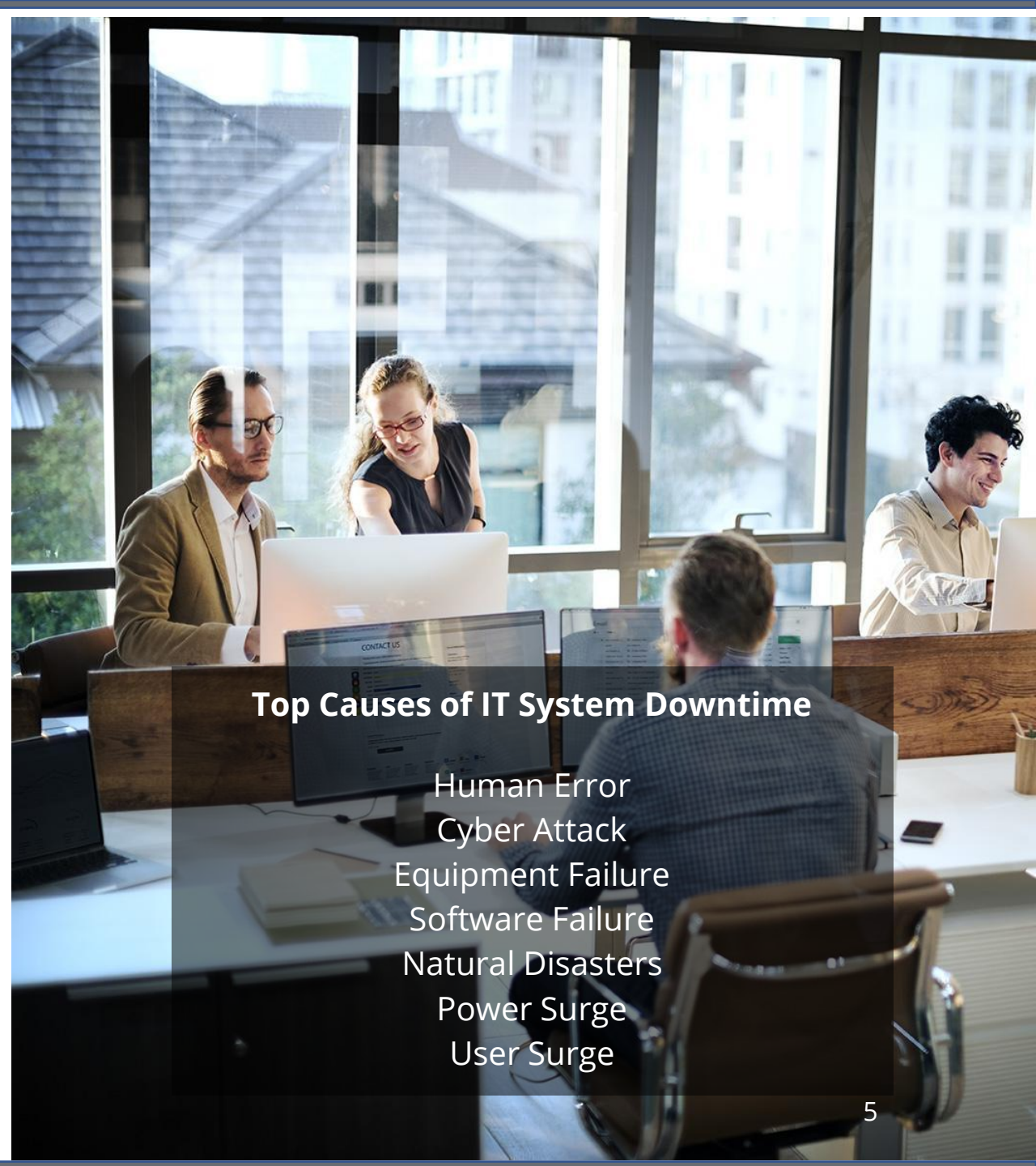
**The lack of clear goals and flawed requirements are the most common factors for project failure (37%).**

**44% of projects fail due to a lack of alignment between business and IT project objectives.**

**62% of successfully completed projects had supportive executive sponsors.**

**Designing, building, operating, maintaining, and supporting business IT systems and applications is a time consuming, costly and complex task.** *It requires specialized skills, robust project management, and executive oversight in order to be successful. The odds are against most organizations that attempt to run IT systems, applications or major projects inhouse with minimal funding and resources.*

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## Top Causes of IT System Downtime

- Human Error
- Cyber Attack
- Equipment Failure
- Software Failure
- Natural Disasters
- Power Surge
- User Surge



# MSP/MSSP Market Research: “The Good”

## “Good” MSP/MSSP Behaviors

- ✓ They take the time to learn about your business, goals, objectives, needs, expectations.
- ✓ They listen and communicate well, and provide valuable and actionable recommendations.
- ✓ They strive to be a value-based partner vs a transactional vendor who is only there for you when a sale is pending.

Initial cost savings  
and program &  
posture  
acceleration vs  
building internally

Greater visibility  
into issues, risks,  
threats, and  
attacks

Accelerated ability  
to detect and  
respond to  
customer,  
employee  
requests, threats  
or attacks

Increased internal  
IT, system,  
application,  
security and  
compliance  
knowledge, skills,  
and capabilities  
via MSP/MSSP

Reduction of cost  
and time  
associated with  
performing  
Hardware,  
Software,  
updates,  
maintenance

Increased  
employee  
productivity and  
effectiveness due  
to new resource  
focus, reallocation

# MSP/MSSP Market Research: “The Bad”

Lack of attention / understanding of client business, IT, security, and compliance needs

Over promising and under delivering on technology and service capabilities

Selling a solution based on its full capabilities then cutting services or functionality back

Utilizing senior resources and experts in the sales cycle then delivering the service with rookies

Not providing service level agreements or consolidated billing on multiple services

Inconsistent communications between sales, support, engineering that wastes client time





# Internal Gaps That Prevent ROI

## Goals & Objectives:

- Business, IT, Security goals and objectives can be misaligned or not understood across various business units or functions.
- Business and IT initiatives, projects, and spending priorities might be misaligned or not understood across the organization.
- Business and IT projects might not have clear alignment to corporate goals and objectives.

## IT Program Maturity:

- The current state of the IT and Security program maturity is understood at the leadership, management and employee levels of the organization.
- The IT, and Security team effectiveness and capabilities are understood by the leadership and management teams.
- IT and Security system functionality is understood by the leadership team.







# Internal Gaps That Prevent ROI

## Spend Alignment

- IT and Security investments and ongoing spending is aligned and supports business goals, objectives.
- IT and Security spending is within industry averages for your type and size of company.
- IT and Security investment and project return on investment is being tracked, measured and reviewed continuously.

## KPIs & Metrics

- IT and Security initiatives, projects, activities have specific KPIs, Metrics, defined.
- KPIs, Metrics for IT and Security initiatives and projects are being tracked, measured, reviewed continuously.
- Vendors, Partners, Suppliers of IT and Security solutions and services are reviewed, assessed and ranked in terms of the value they provide to the business.

# Panel Discussion

**How do you prepare an organization to partner/onboard an MSP/MSSP?**

**Can you share best practices for evaluating and selecting MSPs/MSSPs?**

**Can you share some lessons learned from previous MSP/MSSP onboardings?**

**How can you ensure the MSP's/MSSP's activities are aligned to your business goals, objectives, needs?**

**Any final recommendations for capturing greater value and return from MSP/MSSP investments?**

**Additional Research, Recommendations, Comments**



# MSP/MSSP Value Acceleration Checklist

**Do we know if our MSP/MSSP understands our short-mid-long-term goals, objectives, priorities?**

**Do we know where and how our IT/MSP/MSSP investments are adding value to the organization?**

**Do we know how IT/MSP/MSSP/Internal teams are performing against KPIs, metrics, expectations, outcomes?**

**Do we know how to leverage our MSP/MSSP to accelerate our program and team effectiveness, or to create business value and reduce, or eliminate risk?**

**Do we create dashboards, reports, or summaries, and communicate the value of IT/MSP/MSSP investments in terms that the business understands?**

# What Customers Want – Need from MSPs

## BE KNOWLEDGEABLE

- Understand the client's business requirements, needs, expectations.
- Understand any security, privacy, compliance requirements.
- Modify alerts and communications taking into consideration their IT systems, environment and business operations.

## BE PROACTIVE

- Inquire about the clients needs, requirements, expectations.
- Document and verify these back to the customer to ensure alignment.
- Reach out to schedule conversations, updates, and to review trends, risks, and to discuss how to add more value to the client. Ensure delivery is proactively communicating, providing updates.

## BE RESPONSIVE

- Ensure emails, support tickets, general requests are being responded to even if a partial or answer is provided.
- Document and review service and solution enhancement requests or tickets in recurring meetings providing visibility into how the client's needs and requests are being addressed.

## BE COMMITTED

- Establish goals, objectives, activities, KPIs, and metrics for the relationship that deliver value.
- Establish reporting communication, and recurring meetings to discuss topics that are valuable to the client and consistently track and report on the value and impact the service is providing.



# Experience Xceptional Value

*Knowledgeable, Proactive, Responsive, Committed*



## PORTFOLIO OF PROACTIVE MANAGED SERVICES & SUPERIOR IT CONSULTING SERVICES

- Remote and on-site managed services to fit your budget, scheduling, and resource needs: *Managed Desktop, Network, Phones, Applications, Security, Compliance.*
- 24x7 monitoring and support provided by live engineers *that are highly responsive and committed to your business.*
- Virtual CIO: Quarterly Technology Reviews and Reporting Solutions to provide strategic IT planning, *update to current standard levels and ensure specifications are maintained.*
- Advanced IT consulting, advisory, architecture and procurement services to help align IT systems and applications to the business, *or to develop and implement a future IT roadmap and technology strategy that enables business growth.*



# Summary

As organizations re-enter the market and move beyond the pandemic, they are looking for ways to contain or reduce costs and invest in areas that will help stabilize and accelerate the growth of their business.

**Most executives we speak to are seeking ways to align IT systems and applications with the needs of the business** - and based on the glut of IT solutions and vendors in the market, they are trying to figure out who they can trust to help.

The amount of time, energy, effort, and resources required to keep IT systems, back-office applications, and IT devices updated to keep pace with the demands of the business, let alone, updated, patched and secure - is significant. Don't tackle this alone...

**Xceptional can help!**

As a leading, award winning provider of Managed IT Services, Networking, and Security Solutions, Xceptional is committed to helping customers align their IT systems and applications to the current needs of their business, employees, and customers!

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**Thank You!**

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**Join us on June 10<sup>th</sup> for our [Xceptional Innovation Series Webinar](#)**

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