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What is Our Process?

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SHARED SERVICES CENTER

Primary Benefits of a Shared Service Model

Agreed-Upon Service Levels
Value/price plans on what and how much to provide

Standardization of Processes - Best practices

Economies of Scale - Lower costs

Culture - People with the skill and mindset to optimize the model beyond the back-office

Primary Benefits of a Shared Service Model

Common Technology Platform
Enables coordinated transformation of front, middle, and back-offices

Operating units free to focus on their operations and external customers - Rely on Shared Services for support

Decision Support - Data analyzed and delivered as reliable and actionable information

Flexibility - Shared Services can be sourced through multiple delivery channels and/or geographic locations

Corporate free to focus on strategy - Rely on Shared Services for statutory compliance, controls and information

Flexibility of being able to move work where it can be best sourced based on a combination of variables (cost, service levels, and skills required, etc.)

Scalability - The Shared Services delivery model can be scaled for both acquisition/geographic and service scope expansion with relatively low incremental costs.

Managed IT services is one of the fastest-growing and most lucrative sectors of the business tech industry. The global IT services market is on track to hit \$1.1 trillion by 2026, registering an 8.02 CAGR between 2021 and 2026. Although the managed IT market is booming, many MSPs are still struggling with customer acquisition and retention. The 2020 Global MSP Benchmark Report highlights customer churn rate and pricing pressure as some of the main challenges facing managed services providers today. Part of the problem is that customers have exceedingly high expectations of MSPs, and the IT services space is quickly getting overcrowded and increasingly competitive. Plus, the MSP role has evolved into that of a critical business pillar for most customers. MSPs typically compete on one of two main fronts—services and prices. For general IT providers, pricing is a more effective selling tool since there are little to no distinctions between the services offered by different brands. Pricing is about more than just the price tag. The MSP pricing structure is just as important as the cost of MSP. For most businesses, the pricing model has a massive impact on the final MSP spend. Managed IT pricing is a delicate balancing act between setting fair profit margins and modeling the costs to fit different consumer scenarios. Here are the common MSP pricing models favored by most service providers: The break-fix solution is the simplest IT support model and the easiest to price. In a break-fix partnership, the MSP serves as an emergency repair service for the client. Whenever the client's software, hardware, or network goes wrong, the MSP swoops in, fixes the problem, and bills the client afterward. The charge usually depends on the work's scope, the nature of services rendered, repair time, and other considerations such as the site's location. A break-fix contract is so basic that it doesn't require a service-level agreement (SLA). In fact, most MSPs do not consider break-fix clients as part of their managed IT customer base. Break-fix prices may be easy to structure, but it's impossible to project revenue generated through this service model. It's also unsustainable, and more companies are moving from break-fix support to more proactive managed services. Per-Device Pricing This is a straightforward and popular managed service pricing model. The MSP charges a flat fee for every device covered by the managed service. For instance, the MSP may charge \$X per server, \$Y per workstation, and \$Z for every laptop. Per-device pricing is easy for the client to understand and for the MSP to track. Also, the price scales up as the customer adds more devices, increasing the MSP's revenue as the managed infrastructure expands. However, the growing MSP costs can only get so high before the customer starts to see diminishing returns. Another problem with per-device pricing is that it doesn't cover managed IT offerings that do not involve physical or virtual devices. Per-user MSP pricing is quite similar to per-device pricing. But in this case, the MSP charges the client a flat fee for every user, regardless of the number of devices they have. This pricing model favors businesses with employees who need ongoing IT support for multiple devices at the same time. It also makes economic sense for companies with huge inventories of shared or redundant IT devices. For MSPs, per-user pricing makes it easier to manage permissions, especially for cloud-based services such as VoIP and SaaS. However, this pricing model can be difficult to apply in some situations, such as those where the lines between users are a bit blurry. Monitoring only is a cost-effective service model for companies that already have an active internal IT department. The MSP monitors the client's network, endpoints, servers, data systems, and security frameworks and alerts them to any arising issues. Monitoring alerts can range from system failures and unusual network traffic to signs of imminent cyberattacks. Once alerted, the in-house IT team can take the necessary remediation actions. The same MSP may also assist the client in resolving some issues at an extra fee through a break-fix service delivery style. This service and pricing modeling only works with both the client and service provider in mutual agreement about each other's responsibilities. It also adds to the complexities of working with remote monitoring and management tools. Value-Based Pricing This comprehensive pricing model is quickly gaining popularity among MSPs and organizations looking to do away with in-house IT support completely. In this scenario, the MSP charges a flat fee to take over the management of an organization's entire IT infrastructure. The MSP basically acts as an outsourced IT department responsible for every aspect of IT support, including help desk support, IT monitoring, security, IT planning, and routine maintenance. Setting costs with value-based pricing does not revolve around a single factor. It combines several considerations such as the scope of service, number of users, and services/tools required. But the MSP may not list the prices for individual services in a package. Some customers could perceive this as a lack of transparency. All You Can Eat In the all-you-can-eat approach, the MSP provides all on-site and remote IT support services for a flat monthly fee. Unlike value-added pricing, the client gets all the services in the package whether they need them all or not. Although this model eliminates billing headaches, it can quickly become unsustainable in the long run. It's mostly used by new MSPs to attract customers. Tiered Pricing Tiering is a common practice in tech products, software, and services distribution. The MSP packages IT services into various classes (tiers), whose prices vary depending on the scope or quality of the service within. Prices can range from free trial versions, low-priced basic packages to premium service bundles. Tiered pricing covers a wide range of businesses with different IT needs and budgets. The biggest problem with tiered pricing is drawing lines between the different service levels to avoid leaving large gaps between adjacent tiers. This IT service pricing model lets the customer choose their desired services from the MSP's offerings pool. Most customers prefer this MSP model, as it helps optimize costs since they only pay for what they need. However, this open buffet approach limits the MSP's ability to up-sell and cross-sell to their customers, reducing potential earnings. Also, onboarding a new customer can be a frustratingly long process. And the custom service packages and their prices only complicate billing and bookkeeping. Unfortunately, there is no single ideal managed services pricing template. This is the reason why many MSPs have multiple pricing models for the same services. Most MSPs base their pricing structures and figures on three factors—the cost of service, profit margins, and the prevailing market influence. Competition pressure, the target market, growth projections, and the nature of offerings can all have a stake in an MSP's cost and how customers pay for the IT services. There is no question that pricing (both the figure and the billing model) directly influences customers' decisions to partner with an IT service provider. After all, many organizations outsource IT support to cut operational costs. Knowing that their success largely hinges on pricing, some MSPs are willing to sacrifice high-profit margins and service delivery simplicity to capture their target customers. Additionally, more and more MSPs are now looking into cost-saving options,

such as RMM software for MSP, to optimize and streamline their prices. Popular managed services pricing models in use today offer a range of options for generating revenue. For a startup managed service provider (MSP) or a company transitioning to managed services from another channel business model, pricing ranks among the top considerations along with sales and service delivery. How to price your services is a critical question and one that requires careful deliberation. A misstep here can damage a service provider's prospects for growth and profitability. The primary managed services pricing models at an MSP's disposal include monitoring only, per device, per user, tiered pricing, all you can eat and a la carte. The following sections describe each pricing model and its core attributes. All have something to offer a budding MSP business, but there must be a close fit between the model and how your customers want to buy services. Sold in small and medium-sized businesses (SMBs), as well as midsize and enterprise environments, the monitoring-only pricing model provides network monitoring services and alerting services by the MSP, the midsize or enterprise customer's in-house IT staff or both. In this scenario, several different service levels can be employed. For example, an SMB-focused offering that provides operating system and software application patch management, antivirus and antispam updates, disk optimization and backup monitoring for a flat fee per month allows the MSP to bill for additional remediation activities identified through remote monitoring. A midsize or enterprise service-level offering forwards all alerts to the customer's in-house IT staff only and allows MSPs to address and perform all incident resolution. Another service level might be where the MSP participates in basic incident resolution or even more advanced support. Managed services pricing models offer a variety of ways to build revenue. The per-device pricing model is fairly simple and many MSPs use it primarily for this reason. The premise is to develop a flat fee for each type of device that is supported in a customer environment. For instance, a basic per-device pricing model might designate a flat fee of \$69 per desktop, \$299 per server, \$29 per network printer and \$99 per managed network. The benefits of this approach, compared to other managed services pricing models, are that per-device pricing is very easy to quote and illustrate costs for a potential customer. It's also easy for the MSP to modify the monthly service fee as the customer adds additional devices. Something to think about when evaluating this model is that it can lend itself to selling managed IT services based more on price rather than benefit. The experienced MSP will realize this and will modify their sales presentation accordingly. The per-user pricing model is like the per-device pricing model, with the difference being that the flat fee is billed per user, per month and covers support for all devices used by each user. This might entail supporting an office PC, a mobile device -- or devices such as laptops or smartphones -- a home PC and connectivity and communication from hotels and kiosks while traveling. The tiered pricing model might be the most popular among MSPs. The premise is to build several bundled packages of services with each increasingly more expensive package providing more services to the customer. With the tiered pricing model, for instance, a "bronze" desktop managed services package might include basic phone and remote support, patch management and virus and adware removal for an entry-level price. Bumping up to the higher priced "silver" desktop managed services package might include on-site visits, and the "gold" package might include emergency after-hours support -- being the highest-priced package. The all-you-can-eat pricing model is extremely flexible and includes all remote support, on-site support and lab or bench time for an entire organization for a flat fee per month. It also might provide 24/7 year-round support or services during certain hours and/or days of the month only with additional charges billed for services rendered outside of those times. The primary goal is to provide the customer with the ability to realistically budget their IT support costs over a year's time and to experience no extraordinary billing fluctuations. The a la carte model contrasts with all-inclusive, or bundled, managed services pricing models. In a la carte pricing, an MSP sells discrete services that address specific customer needs. Those services could include disaster recovery, managed backup and patch management. A la carte pricing gives customers the ability to select and pay for just the services they need. They can also select multiple offerings to create a customized package of managed IT services. When it comes to MSPs and pricing models, there's a lid for every pot. It's up to the individual service provider to understand what they are offering, identify their likely customer prospects and price accordingly. A company that is just entering the managed services market might want to start with a very limited monitoring offering, so, in that case, the monitoring-only pricing model could prove the best fit. A service provider that caters to customers that provision multiple devices for each employee could consider the per-user pricing approach. An MSP that wants to lure new customers with a basic offering, while also building in upsell potential, could select the tiered-pricing model. In addition, it's possible to mix and match the various managed services pricing models. A service provider, for example, could use the all-you-can-eat approach to price most of its services and use the a la carte method to offer a couple of add-on services. Managed services expert Erick Simpson is founder and chief strategist at ErickSimpson.com, a strategic consultancy.

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