



www.trumethods.com

Technology Success: The next MSP business model

Presented by Gary Pica

On today's Webinar

Presented By:



Gary Pica
President, TruMethods

Becoming a Technology Success Provider

Hand me your business card

Today's MSP Market

- **Crowded**
- **More mature**
- **More technology that is more affordable**
- **Price can become a factor**

The Result of Market Conditions



- **Many MSP's struggle with MRR sales**
- **AISP too low**
- **Average profit margins are flat**
- **Low leverage**

IT Solutions Provider business model evolution

- The ITSP business model is always evolving
- Every decade or so a new shift begins
- Its time for the next evolution

What signals the next evolution?

- **Market maturation**
- **Commoditization**
- **Average provider profit margins**

Hourly Service: Fix and replace technology

- **Technology advanced**
- **More complicated**
- **Internet growth**
- **Global economy**
- **Software shift to cloud**

MSP Practice: Manage technology

- **Cloud applications**
- **Virtual environment**
- **Mobile work force**
- **Security and compliance requirements**
- **MSP model acceptance**
- **MSP market maturity**

Technology Success Practice

- **Roles and process aimed at the business results of technology and technology decisions**
- **The focus is your customers business results leveraging technology**

Technology Success Practice

MSP Practice: Manage technology

Hourly Service: Fix and replace technology

- **Creating “*separation*” within the MSP model is no longer enough**
- **We need to separate from the MSP model**
- **World Class is built on top of MSP**
- **It’s time to move up the Value Stack!**

MSP Service Delivery Areas

**Professional
Services**

Support

**Centralized
Services**

**vCIO
(vCO)**

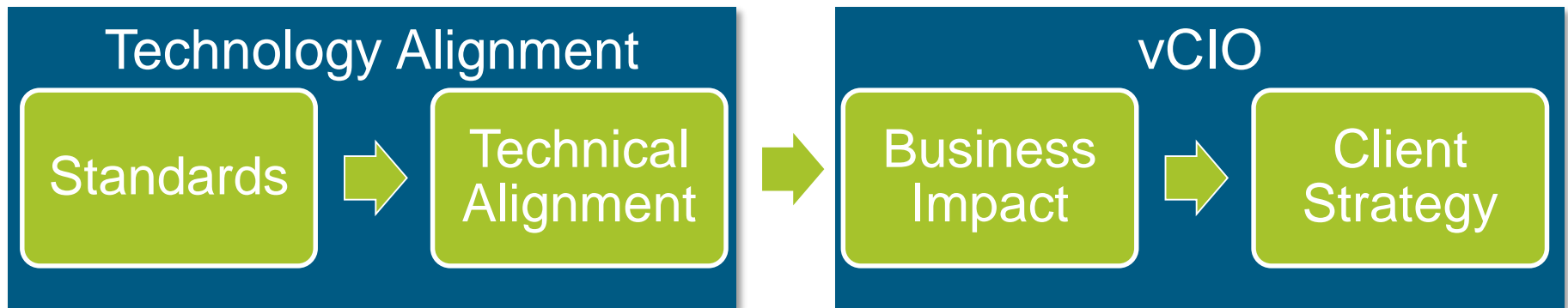
- **Current MSP service delivery areas**



**Would you and your customers
benefit from a greater degree of
technical standardization?**

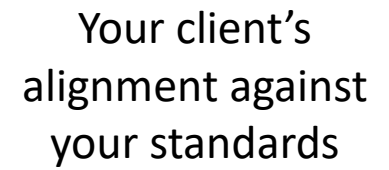
Then why don't you?

Technology Success Practice





Standards



Your client's
alignment against
your standards

Standards

- **Backup**
- **Windows Servers**
- **Anti-Virus**
- **Desktops**
- **Power Management**
- **Wireless Access**
- **Patch Management**
- **Firewalls**
- **Routers**
- **Switches**
- **Email**
- **LOB Applications**
- **Cloud Services**
- **Disaster Recovery**

- **Example: Password Policy**

▼ S	Internal Security	ADD CATEGORY	DETAILS	DELETE	☰
▼ C	Domain Password Policy	ADD QUESTION	DETAILS	DELETE	☰
▼ Q	Complex Passwords		DETAILS	DELETE	☰

<p>Question Text</p> <p>Is Active Directory configured to use Complex Passwords?</p> <p>SPELL CHECK</p> <p>Priority <input type="text" value="High"/> ▼</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/> Internal Use Only</p> <p>How To Link</p> <p><input type="text"/></p>	<p>Why are we asking?</p> <p>Password Complexity is important to maintain adequate security in your network. Passwords that do not meet minimum complexity requirements may be easy for attackers to crack, leading to data loss or disruption of your business.</p> <p>SPELL CHECK</p>
--	---

- **National Institute of Standards and Technology (NIST)**
 - Security and Privacy Federal systems 800-171
 - Protecting controlled unclassified info. SP 800-53
 - Cyber Security Framework (Rev 1)
- **Health Insurance Portability and Accountability (HIPAA)**
 - Administrative, Physical, and Technical Safegaurds

- **International Organization of Standards (ISO)**
 - ISO/IEC 27001:2013
- **Center for Internet Security**
 - Critical Security Controls for Effective Cyber Defense 6.1
- **Payment Card Industry Data and Security Standards (PCI DSS) 3.2**
 - Self assessment questionnaire A
 - Self assessment questionnaire C
 - Self assessment questionnaire D service providers
 - Self assessment questionnaire D Merchants

Technical Alignment

- Don't leave room for interpretation – Yes or No

Domain Password Policy

Complex Passwords

Is Active Directory configured to use Complex Passwords?

YES NO N/A

Previous Answer: N/A

Passwords are not set to use complex passwords.

[QUESTION SUPPORT](#) ▶

Password Age

Is the Maximum Password Age <= 180 Days?

YES NO N/A

Previous Answer: N/A

Technical Analysis...

- **Technical to business relationship**
- **Business Strategy**
- **Business goals, challenges, risks, vision, core values, competition, competitive advantage, market position, margins...**
- **Technical Alignment and Business Impact are the foundation**

Business Impact

- How could misalignments affect their business?
- What do we recommend?



Domain Password Policy

MARK ALL AS:



Complex Passwords

Q Is Active Directory configured to use Complex Passwords?

Engineer Answer: **NO**

Tech Analysis: Passwords are not set to use complex passwords

[COPY BELOW](#)



VCIO Recommendation

Spell Check

[QUESTION SUPPORT](#) ▶

Password Age

Q Is the Maximum Password Age <= 180 Days?

Engineer Answer: **YES**

Tech Analysis:

[COPY BELOW](#)



Client Strategy

Client: Fett's Vett Repair Shop



Summary Score: **72%**

Internal Security

✔ : 8 ⚠ : 1 ❌ : 3

Domain Password Policy | 11/05/2013 | Score: (72.06 %)

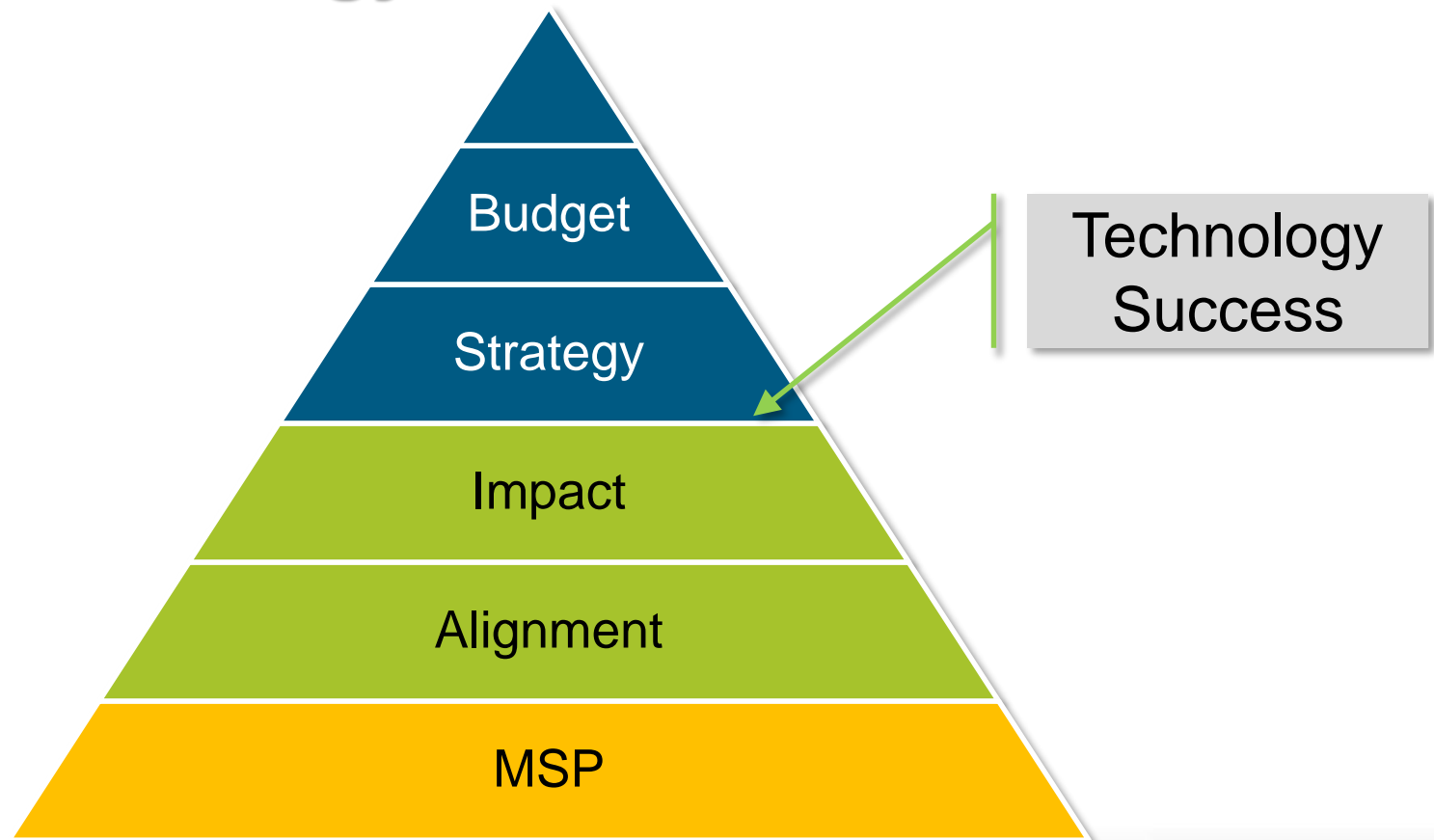
✔ : 8 ⚠ : 1 ❌ : 3

Impact	Question	Why are we asking	Technical Analysis	Recommendation
	Complex Passwords	Password Complexity is important to maintain adequate security in your network. Passwords that do not meet minimum complexity requirements may be easy for attackers to crack, leading to data loss or disruption of your business.	Complex passwords were not enabled in Active Directory.	We recommend that Complex passwords are enabled. This is something that we can do after-hours remotely and there will be no charge for the change.
	Account Lockout	Having a lockout after 5 failed attempts prevents brute force entry to your system. Brute Force is the attempt to try different combinations of passwords to access your systems.	This was not enabled in Active Directory.	We recommend that Complex passwords are enabled. This is something that we can do after-hours remotely and there will be no charge for the change.





Technology Success Provider

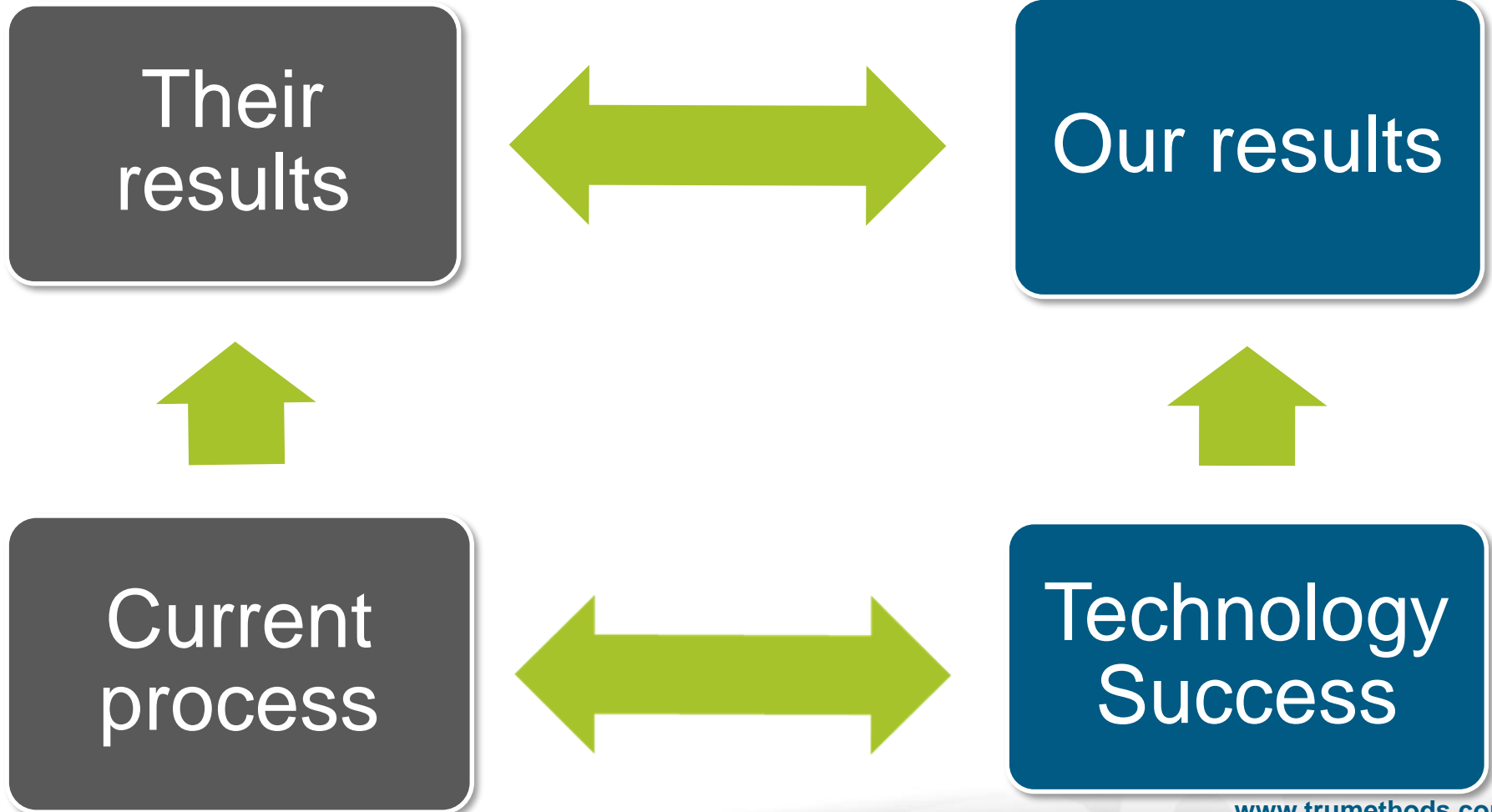


Value Determines Price

Example	Avg. Seats	Avg. AISP	Avg. MRR	MRR with 50 clients	Seats
Right Customers- Right price	20	\$150	\$3,000	\$150,000	1000
Right Customers- Wrong Price	20	\$100	\$2,000	\$100,000	1000

**What are the reasons clients do
business with you?**

Sales Separation



Three things in our bag...

Internal Security [ADD CATEGORY](#) [DETAILS](#) [DELETE](#)

Domain Password Policy [ADD QUESTION](#) [DETAILS](#) [DELETE](#)

Complex Passwords

Question Text

Is Active Directory configured to use Complex Passwords?

[SPELL CHECK](#)

Priority **High** Internal Use Only

How To Link

Why are we asking...
Password Complexity is important to maintain adequate security in your network. Passwords that do not meet minimum complexity requirements may be easy for attackers to crack, leading to data loss or disruption of your business.

[SPELL CHECK](#)

Centralized Services

Reactive Support

Technology Alignment

vCIO

Client: **Fett's Vett Repair Shop**

Internal Security

Domain Password Policy | 11/05/2013 | Score: (72.06 %)

Impact	Question	Why are we asking	Technical	Recommendation
	Complex Passwords	Password Complexity is important to maintain adequate security in your network. Passwords that do not meet minimum complexity requirements may be easy for attackers to crack, leading to data loss or disruption of your business.	Complex passwords were not enabled in Active Directory.	We recommend that Complex passwords are enabled. This is something that we can do after-hours remotely and there will be no charge for the change.
	Account Lockout	Having a lockout after 5 failed attempts prevents brute force entry to your system. Brute Force is the attempt to try different combinations of passwords to access your systems.	This was not enabled in Active Directory.	We recommend that Complex passwords are enabled. This is something that we can do after-hours remotely and there will be no charge for the change.

- **Build stronger business relationships**
- **Increase the value of your service offering**
- **Drive down reactive noise**
- **Sell more MRR at a higher prices**
- **Increase profit margins**

Why TruMethods



Training



myITprocess™

Software

- myITprocess is a proven Framework to build your Technology Success Practice
- Over 200 hours of role based training content

Becoming a Technology Success Provider

Hand me your business card

Write **“Promo”** on the back to learn about
special Xchange offer