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PRICING GUIDE

Managed Services Pricing Guide 3.0

Industry Best Practices

INTRODUCTION

HOW TO READ THIS DOCUMENT

For the IT service provider: This document provides an overview of managed services and a strategy for moving away from break/fix hourly service rates to a predictable, profitable managed services business model.

For the managed service provider: This document provides an overview of how SolarWinds MSP has priced and packaged its remote monitoring and management software (RMM) and how our business support, automation tools and free monitoring licenses can help you take your business to the next level.

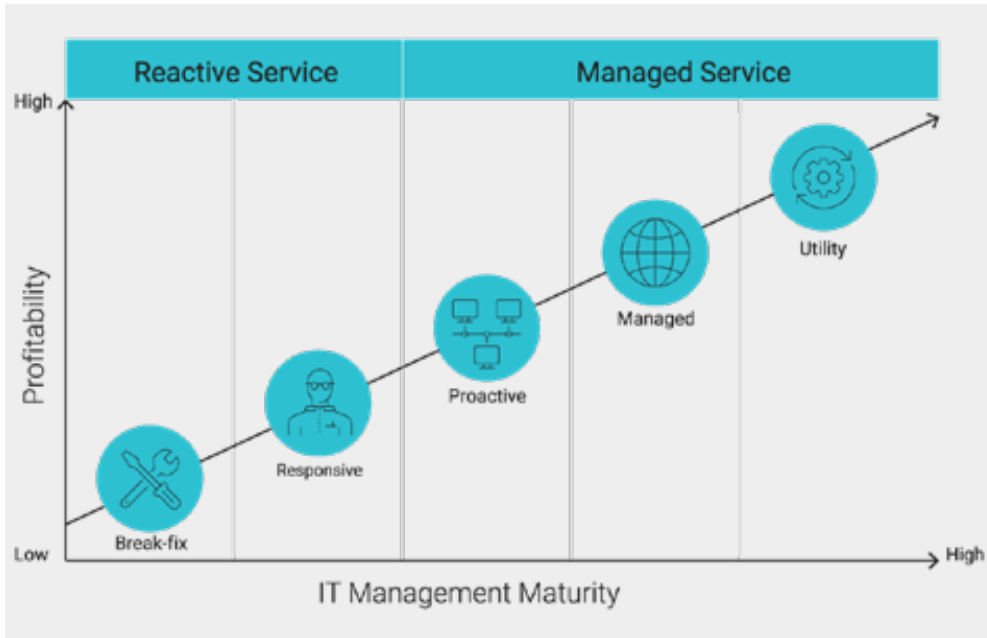### SOME THOUGHTS ON THE MANAGED SERVICES MARKET

The need for managed services continues to grow. The reason for this growth is the reliance of SMBs on their ever-evolving IT infrastructure without the IT budgets and skill sets to manage the environments. MSPs find themselves in a good position to continue to shift SMBs away from hourly rates and into fully managed services. Moving to a model with consistent monthly fees provides stable IT costs for the customer and predictable recurring revenue for the provider.

MSPs are in a perfect position to continue to shift SMBs away from hourly rates and into fully managed services.

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MSP MARKET OVERVIEW

STAGES OF IT MANAGEMENT

» Break/fix: Customer pays an hourly rate as issues occur

» Responsive: Customer pre-purchases a block of hours

» Proactive: Customer contracts out a checklist for preventative maintenance

» Managed: Customer outsources IT on a fixed-fee or all-you-can-eat contract

» Utility: Customer pays based on usage

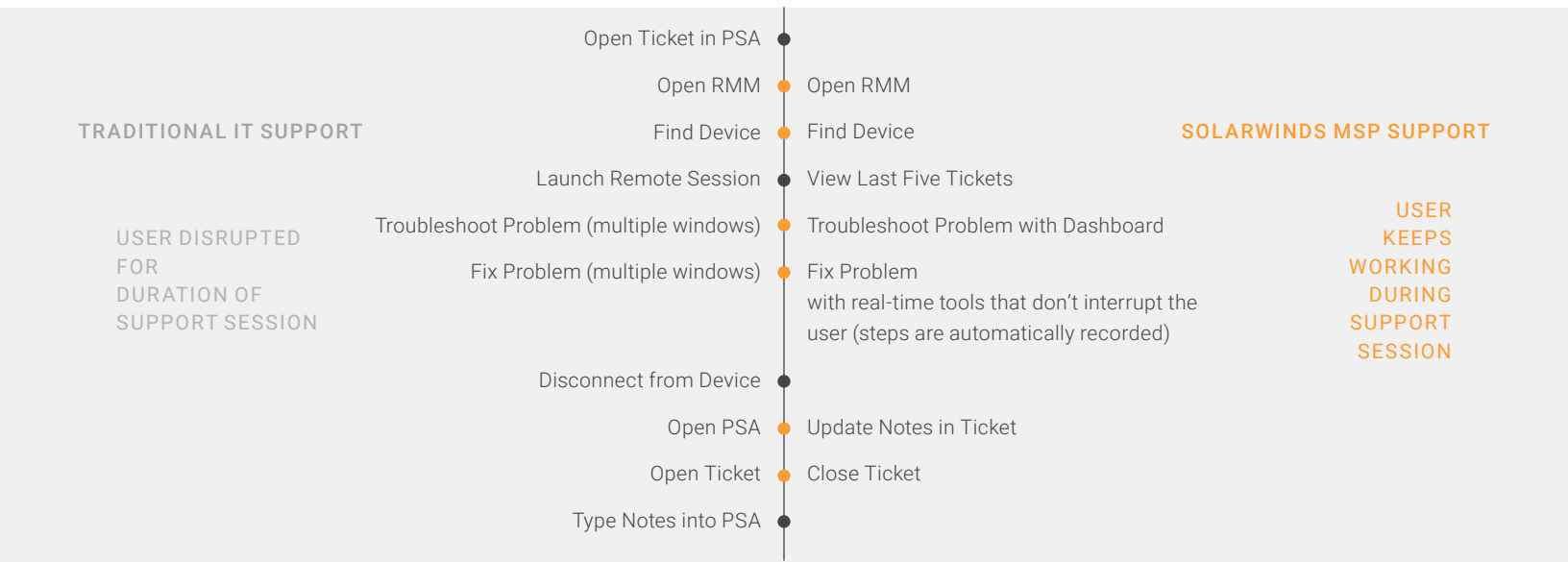## MOVING FROM REACTIVE TO PROACTIVE

With a proper RMM solution in place, you can proactively manage everything in your customers' environment, including servers, workstations, and network devices.

REACTIVE SERVICE (PROFITS FROM CUSTOMER FAILURE)	MANAGED SERVICE (PROFITS FROM CUSTOMER SUCCESS)
• Device failure • Network failure • Data loss • Viruses & malware	• Device uptime • Network uptime • Data availability • Malware-free devices

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PROFITABLE HELP DESK SUPPORT

BETTER WAY TO SUPPORT CUSTOMERS

Traditional IT support has used remote control software, which interrupts end users. Many IT technicians are moving to non-intrusive support tools, which provide fast troubleshooting and resolution without interrupting the end user experience. "Often, we can solve a ticket in 15 to 20 seconds that used to take 3 to 5 minutes," says one SolarWinds MSP partner. Greatly reducing ticket times makes help desk support profitable and allows MSPs to build recurring revenue from reactive

TRADITIONAL IT SUPPORT		SOLARWINDS MSP SUPPORT
	Open Ticket in PSA	
Open RMM	Open RMM	
Find Device	Find Device	
Launch Remote Session	View Last Five Tickets	
Troubleshoot Problem (multiple windows)	Troubleshoot Problem with Dashboard	
Fix Problem (multiple windows)	Fix Problem with real-time tools that don't interrupt the user (steps are automatically recorded)	
Disconnect from Device		
Open PSA	Update Notes in Ticket	
Open Ticket	Close Ticket	
Type Notes into PSA		

USER DISRUPTED FOR DURATION OF SUPPORT SESSION

USER KEEPS WORKING DURING SUPPORT SESSION

NEW SOURCE OF RECURRING REVENUE

For active help desk callers, you can offer them guaranteed access to support and predictable monthly costs by having a fixed fee per user.

YOUR SERVICE	YOUR AVERAGE MONTH'S REVENUE (PER USER*)	YOUR AVERAGE MONTHLY COST (PER DEVICE*)
Through the use of free, lite monitoring agents and non-intrusive support tools like Direct Support, MSPs can provide a better help desk experience and build recurring revenue at the same time.	$18–25/user	$2

*USD pricing may vary by jurisdiction and is subject to change without notice.

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HOW TO BUILD RECURRING REVENUE WITH MANAGED SERVICES

BUILD RECURRING REVENUE FROM REACTIVE CUSTOMERS

Many IT service providers are focused on reactive IT, creating a massive opening for managed service providers to build recurring revenue. SolarWinds MSP provides free monitoring licenses, which allows you to get your foot in the door with reactive customers. You can provide free basic services while collecting data about their network. This information can help you to upsell customers managed add-ons to build recurring monthly revenue. **Here is a list of services you can provide to build monthly recurring revenue:**

YOUR SERVICE	YOUR AVERAGE MONTH'S REVENUE (PER USER*)	YOUR AVERAGE MONTHLY COST (PER DEVICE*)
LITE MONITORING • Lite monitoring • Asset/software/hardware reporting • Branded sys-tray icon	FREE	FREE
MANAGED PATCH • Windows® patch management • Patch status reporting • Third-party patch management	$3 per device	FREE
MANAGED SECURITY • Industry-leading AV protection • AV monitoring & updates • AV threat/status reporting	$3 per device	$1 per device
MANAGED MOBILE • Mobile management & support • Mobile reporting	$3 per device	$1 per device
MANAGED BACKUP • Off-site storage to secure data center • Backup status reporting • Local encrypted backup	$100–150 per server, or $40+ $/gb hosted	Call for details
MANAGED COMPLIANCE • Monthly vulnerability & compliance reporting	$4 per IP	$1 per IP

*Pricing may vary by jurisdiction and is subject to change without notice.
** Volume discounts available

RMM PRICING BEST PRACTICES

FREE MONITORING LICENSES
A Strategy to Grow Your Business

Free monitoring licenses help you get your foot in the door with more businesses. Once you have gathered information about their networks and have built some trust, you can create opportunities to upsell these customers to build additional monthly recurring revenue.

À LA CARTE ADD-ONS
Upsell Any Customer, Not Just Managed Ones

Most of your reactive customers just want the basic services (Backup, Antivirus, Patch). You shouldn't have to pay for monitoring licenses when you aren't collecting revenue for monitoring. Our flexible pricing model gives you the flexibility to set the pricing strategy that works best for your MSP business.

PER-DEVICE LICENSING
Use Your Licenses However You Want

It shouldn't matter how you deploy your nodes. When you purchase 1,000 device licenses from SolarWinds MSP, you can use them in any configuration that works best for your business and customers.

" I'm a huge advocate for the simple fact that it is clear, concise and to the point on what you are getting. No smoke and mirrors. "

– Bud Dewayne,
Owner, ByteWorks

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LICENSING THAT GROWS WITH YOU

THE MORE YOU BUY, THE MORE YOU SAVE

The software and services that SolarWinds MSP provides are designed to help you grow your business. SolarWinds RMM is designed to scale with your business as you grow. You have the flexibility to choose what to purchase based on your needs.

YOUR SERVICE	YOUR AVERAGE MONTH'S REVENUE (PER USER*)	YOUR AVERAGE MONTHLY COST (PER DEVICE*)
DEVICE MANAGEMENT		
MANAGED SERVER	$100-250	$3
MANAGED NETWORK	$25-65	$3
MANAGED WORKSTATION	$20-60	$3
À LA CARTE SERVICES		
MANAGED PATCH	$3	FREE
MANAGED SECURITY: ANTIVIRUS	$3	$1
MANAGED SECURITY: WEB PROTECTION	$3	$1
MANAGED MOBILE	$3	$1
MANAGED BACKUP	$100–150 PER SERVICE, OR $40 + $/GB HOSTED	CALL FOR DETAILS
MANAGED COMPLIANCE	$4 PER IP	$1 PER IP
NETPATH™	$0	$6/BUNDLE

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DEVICE-BASED LICENSING

YOU CAN DEPLOY DEVICES ALIGNED WITH YOUR BUSINESS

When it comes to providing remote monitoring and management, SolarWinds MSP's pricing is designed to allow you to deploy your devices in the configuration that best meets your business objectives and needs.
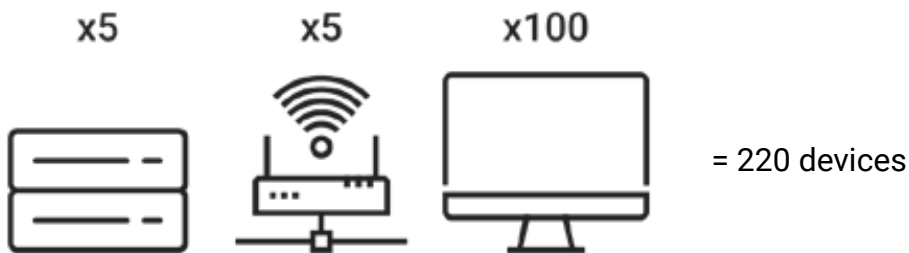
MANY LOCATIONS, AVERAGE CONFIGURATION

x1   x1   x20

= 220 devices

10 STANDARD LOCATIONS

- 20 workstations
- 1 network device
- 1 server

FEW LOCATIONS, HIGH DEVICE COUNTS

x5   x5   x100

= 220 devices

2 LARGE LOCATIONS

- 100 workstations
- 5 network devices
- 5 servers

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SOLARWINDS MSP PRODUCT FAMILY

Additionally, SolarWinds MSP offers more products to help MSPs expand their services and bring in more revenue. From cloud-first backup to email protection to data breach risk intelligence, SolarWinds MSP offers comprehensive IT and security solutions for your MSP.

MSP ANYWHERE™
REMOTE ACCESS & SUPPORT

- Connect typically in seconds
- Cross-platform
- Support mobile devices
- Session transfer
- Session recording
- Performance dashboard

Unlimited sessions

300 devices

MSP MANAGER™
TICKETING & BILLING

- Ticket management
- Customer portal
- Password management
- Technician scheduling
- Customer billing
- Accounting integration

Unlimited tickets

Unlimited billing

RMM
MONITOR. MANAGE. AUTOMATE.

- Device monitoring
- Health & performance alerts
- Drag-and-drop automation
- Integrated patch, AV, backup
- Integrated remote control
- Business reports

Free business coaching

BACKUP
RAPID, CLOUD-FIRST BACKUP & RECOVERY

- Modern, cloud-first backup
- Protects servers, workstations, documents, and Office 365® email
- Powerful web-based console
- No appliance or storage hardware required
- Private cloud with worldwide data centers
- Full encryption

MAIL ASSURE™
EMAIL PROTECTION & ARCHIVING

- Robust antivirus and anti-spam protection
- 24/7 built-in email continuity
- Compatible with most email services
- Encrypted email archiving
- Branding for you and your customers
- Multiple worldwide data centers

RISK INTELLIGENCE
SECURITY RISK ASSESSMENTS

- Data breach risk communicated as financial impact
- At-risk data discovery
- Deep vulnerability scans
- Inappropriate access discovery and alerts
- Risk trending reports
- PCI DSS, PAN, PHI, and PII scans

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SOLARWINDS MSP HAS THE PEOPLE AND RESOURCES TO HELP YOU SUCCEED

YOUR SOLARWINDS MSP PARTNER DEVELOPMENT TEAM

SALES ENGINEERING	ONBOARDING	PARTNER DEVELOPMENT
Our team of sales engineers helps new partners get up to speed on the SolarWinds MSP platform and helps experienced partners master their skills.	We're here to help you get started: • Business and technical onboarding sessions • Full support portal • Business resources to help you grow • Account management services	Our partner specialists help IT service providers succeed in managed services and provide business coaching to experienced MSPs.

GROW YOUR MSP BUSINESS WITH FREE TRAINING

BEST PRACTICES GUIDE	BUSINESS PLAN	MARKETING RESOURCES
Your guide to packaging your services into a repeatable scalable business.	Your SolarWinds MSP team will help you develop a strategy to grow your business.	Free marketing templates and resources to help you position your business and start attracting new customers.

MSP INSTITUTE	EVENTS
View our library of business and technical training, including videos, webinars, blog posts, and other content.	Learn the latest trends and network with your peers at one of our in-person events.

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SolarWinds is a leading provider of powerful and affordable IT infrastructure management software. Our products give organizations worldwide, regardless of type, size, or IT infrastructure complexity, the power to monitor and manage the performance of their IT environments, whether on-premises, in the cloud, or in hybrid models. We continuously engage with all types of technology professionals—IT operations professionals, DevOps professionals, and managed service providers (MSPs)—to understand the challenges they face maintaining high-performing and highly available IT infrastructures. Targeted for MSPs, the SolarWinds MSP product portfolio delivers broad, scalable IT service management solutions that integrate layered security, collective intelligence, and smart automation. Our products are designed to enable MSPs to provide highly effective outsourced IT services for their SMB end customers and more efficiently manage their own businesses. Learn more today at solarwindsmsp.com