



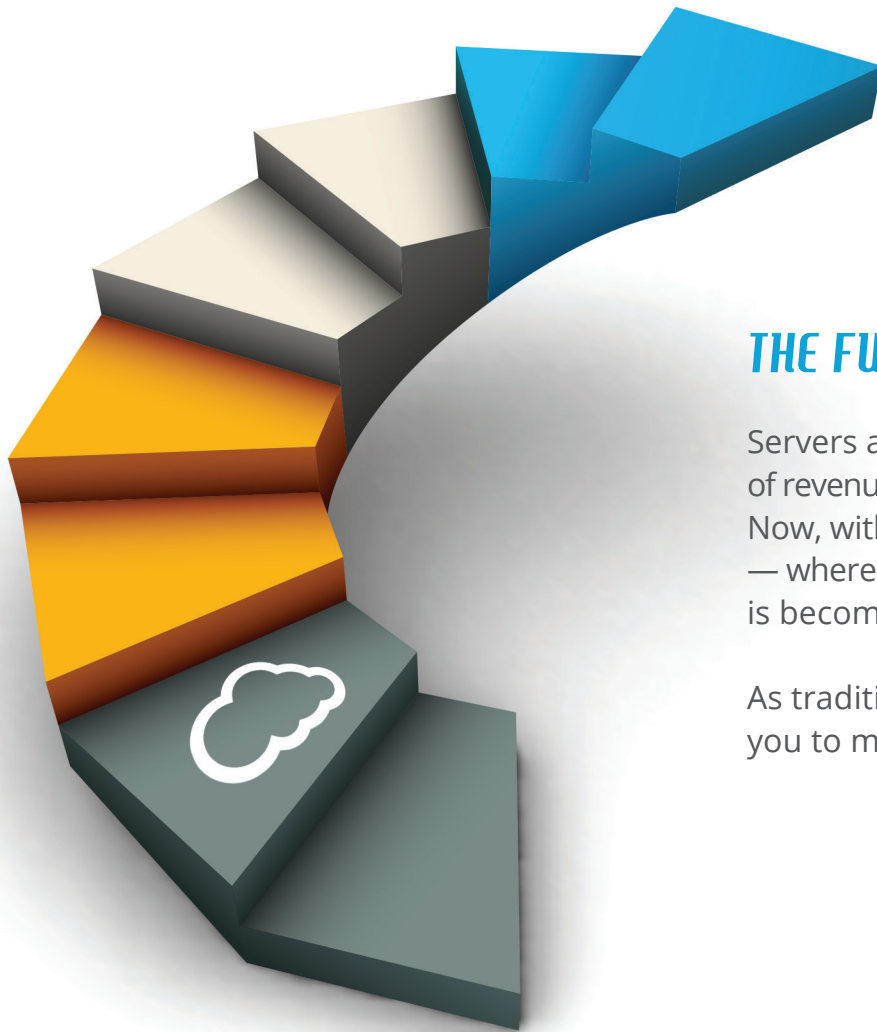
# *A LA CARTE MANAGED SERVICES*

Thriving in the Cloud Reality



## ***THERE'S NO SUCH THING AS A "TRADITIONAL" MSP BUSINESS.***

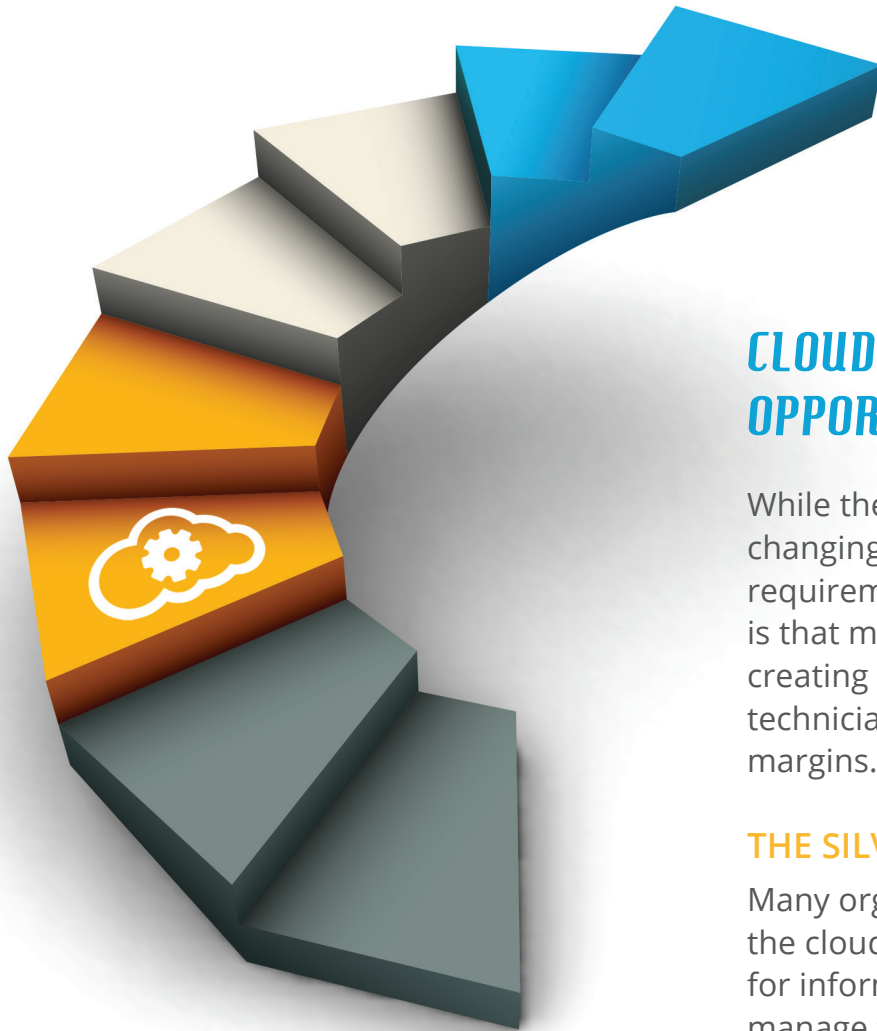
With the cloud transforming IT attitudes and new, bigger competitors looking for a piece of the managed services market — often at low, hard-to-beat rates — the MSP business is changing. Yet all that change is opening up new opportunities for valuable services and fresh revenue streams. The challenge is coming up with the right strategy to seize these emerging opportunities.



## ***THE FUTURE BELONGS TO THE CLOUD.***

Servers and network equipment used to be reliable sources of revenue, needing manual maintenance and regular upgrades. Now, with more servers and networks moving into the cloud — where automation reigns supreme — manual maintenance is becoming a thing of the past.

As traditional IT infrastructure goes virtual, what's left for you to manage?



## ***CLOUD SERVICES ARE AN EMERGING OPPORTUNITY.***

While the nature of your clients' IT environments may be changing, the fact is that the cloud brings many of its own requirements for managed services. And the good news is that many of these services can be delivered remotely, creating the opportunity for you to do more work with less technician time and labor, for greater efficiency and higher margins.

### **THE SILVER LINING**

Many organizations are still trying to come to grips with the cloud — what it is and how it works. They are looking for informed partners who can help them understand and manage their cloud infrastructure.

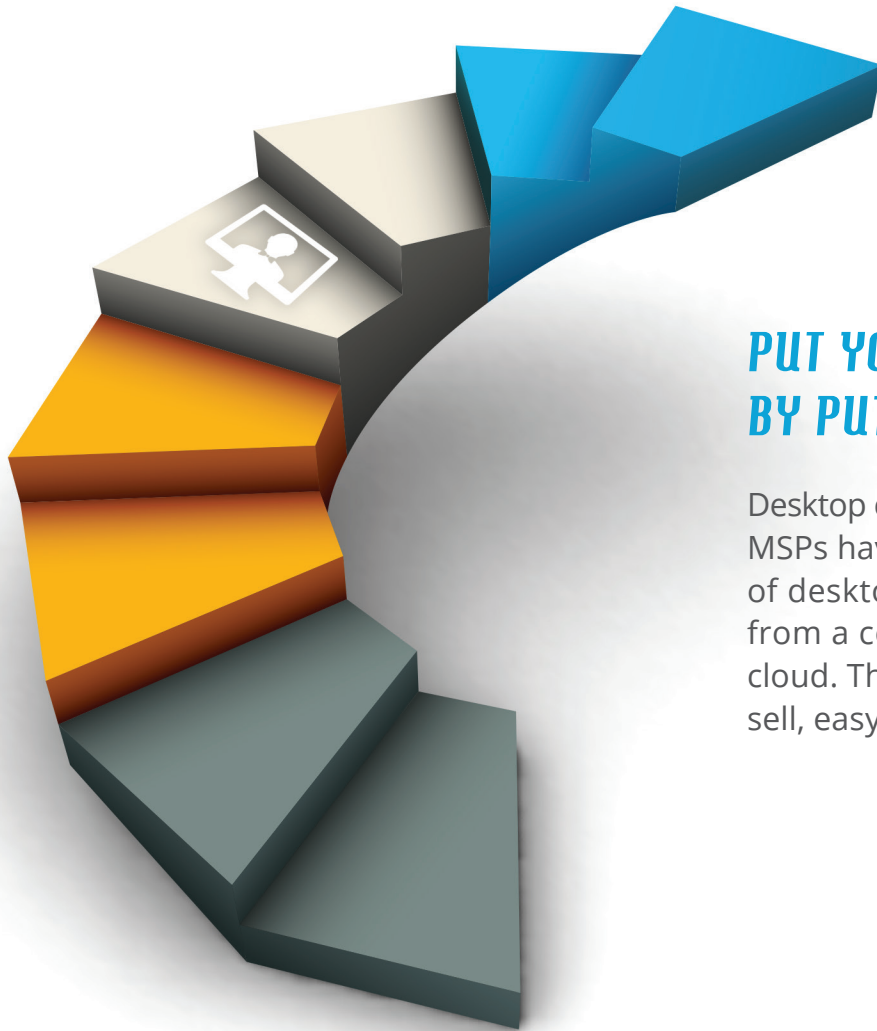


## **THE CLOUD OPPORTUNITY HAS NOT GONE UNNOTICED.**

The potential of high-margin managed cloud services has drawn massive companies like Microsoft® and Google® into the arena as providers of low-cost “one-stop” IT services. Their access point is infrastructure — the ability to provide the virtualized IT resources needed for the cloud. So what’s the best access point for smaller MSPs? It’s actually a domain that’s been traditionally under-explored: the desktop.

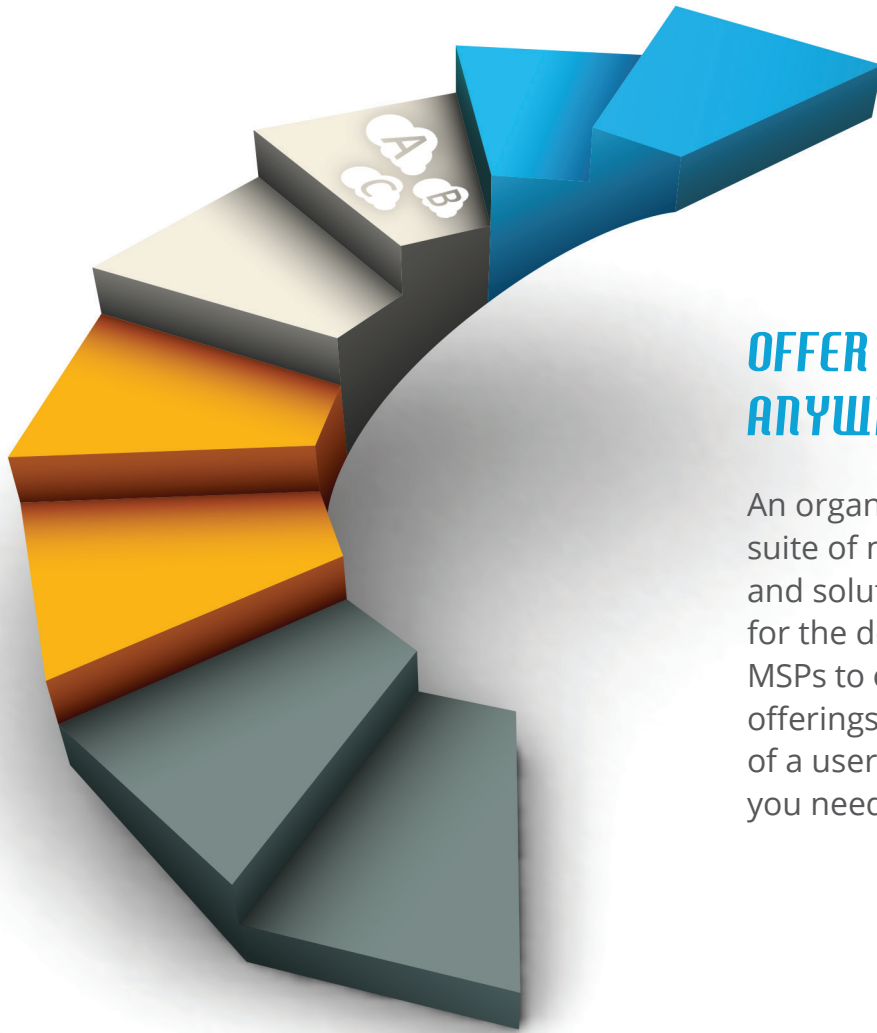
### **WHAT’S A SMALL MSP TO DO?**

Small and mid-sized MSPs can offer the personal touch that Microsoft and Google can’t, covering onsite management, offsite management and cloud services.



***PUT YOURSELF IN FRONT OF YOUR CLIENTS  
BY PUTTING YOURSELF ON THEIR DESKTOPS.***

Desktop computers are a potentially enormous market, which MSPs have left mostly untapped. By harnessing the power of desktop virtualization, MSPs can manage all desktops from a central console and deliver solutions through the cloud. This kind of monthly desktop management is easy to sell, easy to buy and easy to manage remotely.



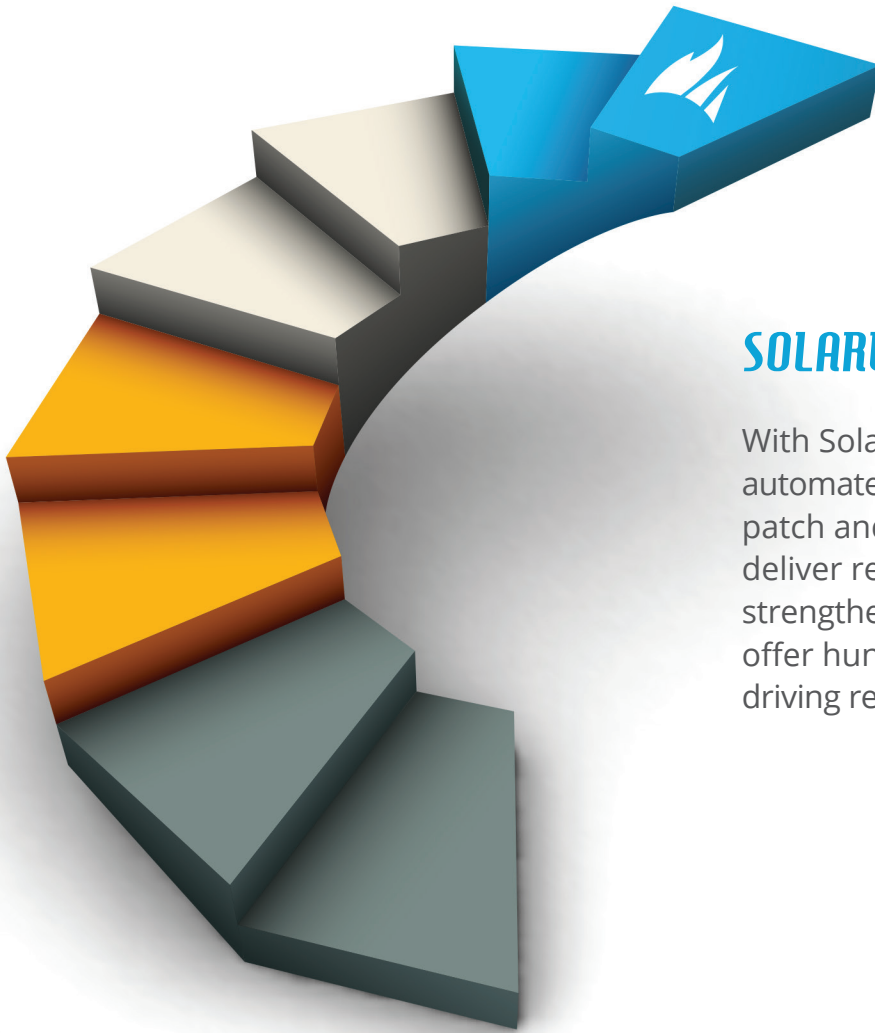
## **OFFER CLIENTS SOMETHING THEY CAN'T GET ANYWHERE ELSE: CHOICE.**

An organization may not be looking for a comprehensive suite of managed services. But they are looking for products and solutions like antivirus, backup and patching. In aiming for the desktop, it's a good strategy for small and mid-sized MSPs to offer these and other services *a la carte*, as individual offerings for clients to pick from. Even partial management of a user device gives you a foot in the door — and that's all you need.



## ***A LA CARTE IS THE ANSWER.***

With *a la carte* offerings, you can charge clients monthly per device for exactly the services they need. It's an excellent lead-in to bundled and even fully managed services over time. Fast and effective *a la carte* solutions have better value than what huge companies can offer, protecting your customer base while driving higher revenue.



## **SOLARWINDS N-ABLE CAN HELP**

With SolarWinds N-able, you can offer your customers automated, itemized service packages like antivirus, malware, patch and backup. Our award-winning IT platform lets you deliver real-time help straight to your clients' desktops, strengthening the customer relationship every time. You can offer hundreds of users exactly what their devices need — driving revenue, reducing labor and growing your profitability.



## ABOUT SOLARWINDS N-ABLE

SolarWinds N-able is a leading global provider of complete IT management, automation and MSP business transformation solutions. The SolarWinds N-able N-central® product is an award-winning RMM and MSP Service Automation Platform. SolarWinds N-able has a proven track record of helping MSPs standardize and automate the setup and delivery of IT services in order to achieve true scalability. The N-central platform is backed by comprehensive business enablement support services. Thousands of MSPs use SolarWinds N-able solutions to deliver scalable, flexible, profitable managed services to over 100,000 SMBs worldwide. With offices in North America, the Netherlands and Australia, SolarWinds N-able is 100% channel-friendly and maintains strategic partnerships with Microsoft®, Intel®, IBM® and Cisco® among others. [www.n-able.com](http://www.n-able.com)

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