WEBROOT®
Smarter Cybersecurity™

Aspiring MSP?
Start Smarter with Webroot

It comes as no surprise that an increasing number of resellers are considering a move to the managed service provider (MSP) business model. The reasons to become an MSP are compelling: a predictable, recurring revenue stream; deeper engagement with clients; and a trusted advisor relationship which, in turn, generates more business opportunities. The standardization of MSP solutions across all clients simplifies purchasing, deployment, and support.

There are also many reasons for clients to turn to the MSP approach, such as the peace of mind they get from not having to manage their own IT services. The MSP approach means no more struggling to install and maintain newly purchased products, and no more diverting end user resources toward laborious IT support tasks or ad hoc break/fix reseller charges. Simply put, MSPs give their clients a better overall experience with greater uptime, more end user productivity, and straightforward billing with a clear and consistent user-based monthly fee.

MAKING THE TRANSITION TO MANAGED SERVICES

While the benefits of moving to a managed services model are highly enticing, resellers should also recognize that becoming an MSP can involve a number of obstacles. These may include logistics and timing, as well as licensing and other unpredicted costs, and, perhaps most importantly, assuring clients that the transition to managed services will ultimately result in lower TCO and greater value for the client.

MSP TRANSITION CHALLENGES

Logistics and Timing

» Resellers typically offer cybersecurity solutions from multiple vendors, which can complicate consolidating on one solution.

» Different renewal frequencies across different product types (e.g., backup and cybersecurity) may call for an a la carte transition by renewal date.

Costs

» Resellers must bridge the gap between delivering services to clients who buy software licenses and becoming an MSP who owns all licenses.

» New MSPs may need to purchase a Remote Monitoring and Management (RMM) tool to expedite rollout and management.

» MSPs bear the risk of upfront capital outlay for license ownership as they replace one product at a time over an extended period.

Client Conversion

» Resellers need to show how customers will benefit from the MSP model vs. clients continuing to buy their own licenses with break/fix support.

» Resellers should select solutions with lower overall TCO, while still ensuring they can meet each customer's SLAs.

WEBROOT EASES YOUR MSP TRANSITION

Given all of the challenges noted above, taking the first few steps towards becoming an MSP may seem daunting. That's why Webroot strives to smooth the process and make it both straightforward and affordable. Starting your transition to managed services with Webroot SecureAnywhere® Business Endpoint Protection is the smarter choice because it deploys in seconds and runs alongside existing endpoint software. This enables you to introduce customers to the inherent MSP benefits without having to uninstall their current solutions, while simultaneously laying the groundwork for the new processes and workflows that MSP business entails.

Additionally, this transition can be made at your own pace. Webroot offers the flexibility to switch over your customers to a managed security service one at a time. Purpose-built for MSPs, Webroot eases the pain and risk of adopting the managed services business model by ensuring you can roll out managed cybersecurity with the schedule, scale, and cost that makes the most sense for you and your clients.

FLEXIBILITY

» Our self-administered licensing with dynamic parent/child keycodes makes it easy for you to add seats as you transition clients.

» Low-risk monthly billing and invoicing allows MSPs to "true up," so you only pay for licenses you actually use.

» Our solutions don't use on-premise hardware, and the tiny <1MB software agent deploys in seconds without conflicting with existing security.

CENTRALIZED ADMINISTRATION

» The Webroot® Global Site Manager (GSM) console was purpose-built to make multi-customer management easy. No need for an RMM tool.

» Global policy creation allows for quick deployment and configuration.

» Integration with Professional Services Automation (PSA) tools, such as ConnectWise and Autotask, streamlines billing and invoicing.
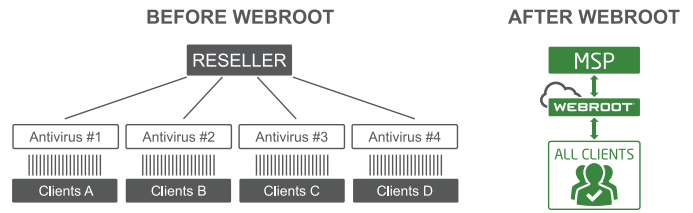
BEFORE WEBROOT   **AFTER WEBROOT**

Figure 1: Webroot enables MSPs to standardize on one endpoint cybersecurity solution and manage all clients through a single console.

LOWER TCO

» Innovative cloud-based approach has no signatures or version upgrades to deploy, so it reduces costs and boosts customer satisfaction.

» Remote, real-time infection remediation cuts your management expenses and minimizes impact on end user productivity.

» Partner program includes a comprehensive array of services, such as competitive margins, recurring revenue, lower operational costs and innovative enablement tools to help MSPs achieve success.

THE SMARTER PARTNER FOR MSPS

Designed with MSPs and resellers transitioning to managed services in mind, Webroot offers the cybersecurity solutions, sales support, enablement tools, and marketing resources to help MSPs grow their business and become the trusted advisor to their customers.

Take a free trial and see for yourself how easy it can be to manage your client's cybersecurity needs. webroot.com/partners

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