**WEBROOT**®
Smarter Cybersecurity™

# Transitioning to Managed Services:
# Start Smarter with Webroot

## INTRODUCTION

Businesses across a broad variety of industries are beginning to embrace a service-centric relationship with their clients due to the many benefits this approach affords. Software as a service (SaaS) is perhaps the most obvious example, in that it substitutes continuous, subscription-based application services for the earlier intermittent, non-recurring sales transactions that entailed higher customer acquisition costs and made long-term revenue projections difficult.

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 purchase, deployment, and support.

MSPs should not underestimate the importance—and core business worth—of establishing an ongoing service relationship with clients. The consistent, long-term revenue stream these relationships engender enable MSPs to significantly boost the valuation of their businesses (up to 3-5x revenue vs. 1x for a typical reseller). The business-critical nature and customization of the services MSPs can offer their clients combine to reduce churn, maximize customer retention, and boost MSP profits.

## MULTIPLE BENEFITS FOR CLIENTS

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.

Best of all, outsourcing IT to MSPs significantly reduces client costs. According to a CompTIA study, among the respondents who currently used managed services, 46 percent cut their annual IT expenditures by 25 percent or more by moving to managed services—including 13 percent who decreased their annual IT expenditures by 50 percent or more. An additional 50 percent of organizations saved up to 24 percent in annual IT costs.

## 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.

### Challenge: Logistics and Timing

» Resellers must bridge the gap between selling software to customers, who own software licenses, and becoming an MSP who owns all licenses themselves. This entails not only significant financial outlay by the newly-transitioned MSP in terms of license purchases, but also adopting different accounting procedures to reflect these new expenditures.

» To expedite the large-scale rollout of a new solution across multiple clients, and to ensure efficient management across widely-dispersed clients, the nascent MSP may need to purchase a Remote Monitoring and Management (RMM) tool. Depending on the RMM solution chosen, this may also mean additional training expenses to ensure the MSP technicians are familiar with the tool's functionality and support.

» Depending on the way an MSP's cybersecurity vendor structures its licensing fees, the MSP must be prepared to accept the risk of a significant upfront capital outlay to own multiple licenses. Compensation for the cost of those licenses, many of which may not be used initially, can be slow in coming, and are dictated by the pace at which the MSP replaces one legacy cybersecurity product at a time.

### Challenge: Client Conversion

» Newly-transitioned MSPs must be able to demonstrate how their clients will benefit from the MSP business model, as opposed to continuing with the familiar reseller paradigm in which the customers purchase their own licenses and pay for per-incident break/fix support. Customer concerns over paying monthly fees, any associated perception of increased costs, and questions regarding support quality and frequency must be recognized and addressed.

» For a reseller to successfully transition to the MSP model, they should select solutions with lower overall TCO, while still ensuring they can deliver the core MSP value proposition by meeting each customer's SLA. They will need to balance their own need for profitability with clients' heightened expectations for superior service quality and greater cost-effectiveness.

## 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 simplify 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:
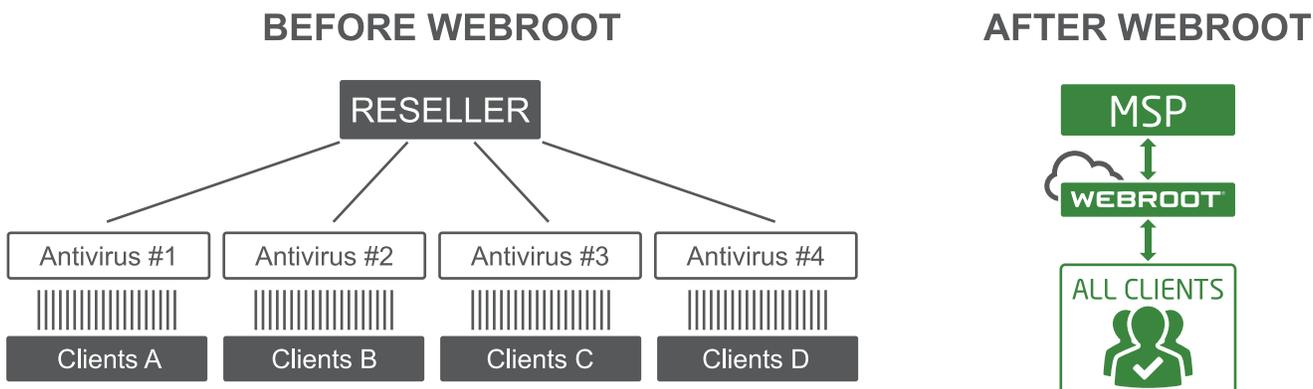
### Benefit: Flexibility

» Our self-administered licensing uses dynamic parent/child keycodes, making it easy for you to add seats as you transition clients. This puts you in control of your MSP expansion, with no hassles or delays waiting for your vendor to issue new licenses.

» Low-risk monthly billing and invoicing from Webroot allows MSPs to "true up." This ensures you pay only for licenses you actually use, and eliminates any concerns that you will become financially overcommitted by buying licenses you don't yet require.

» Webroot solutions don't require any on-premise hardware, and the tiny <1MB software agent deploys in seconds and won't conflict with existing endpoint software. This means you can rapidly move end users to managed cybersecurity without interrupting their protection. It also means clients can continue using their existing cybersecurity alongside Webroot protection until the former's license expires.

### Benefit: Centralized Administration

» The Webroot® Global Site Manager (GSM), a console purpose-built for MSPs, makes managing multi-customer and other complex deployments easier than ever. There's no need to purchase an RMM solution, but, in the event that you already use or are considering one, the GSM integrates seamlessly with LabTech, Continuum, and others.

» Global policy creation allows for quick deployment and configuration across all clients. This feature becomes increasingly useful as your client base expands and the need for customized policies grows.

» Webroot solutions integrate with Professional Services Automation (PSA) tools, such as ConnectWise and Autotask, to streamline billing and invoicing processes. Retaining familiar bookkeeping tools can help to accelerate consolidating Webroot into your established workflow.

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



BEFORE WEBROOT

RESELLER

Antivirus #1 · Antivirus #2 · Antivirus #3 · Antivirus #4

Clients A · Clients B · Clients C · Clients D

AFTER WEBROOT

MSP

WEBROOT®

ALL CLIENTS

**Benefit: Lower TCO**

» The innovative, cloud-based Webroot approach means there are no signatures to manage or version upgrades to deploy, thereby significantly reducing labor costs. It also eliminates the disruptions to client business operations that are characteristic of conventional signature-based cybersecurity. This is one of the many reasons Webroot can boast the distinction of superior customer satisfaction and industry-leading loyalty.

» Webroot gives you the ability to remediate infections remotely and in real time, cutting your management expenses and minimizing an infection's impact on your client's end user productivity. These remote capabilities become increasingly valuable in containing costs as your client base expands and becomes more geographically diverse.

» Our Channel Edge® Partner Program is tailored to suit reseller and MSP needs. It includes a comprehensive array of features and services, such as competitive margins, recurring revenue, lower operational costs, and innovative enablement tools designed to help MSPs achieve business success.

## THE SMARTER PARTNER FOR MSPS

Moving to an MSP model can open up a vast range of business opportunities for you, but it's crucial that you partner with vendors who clearly understand the many challenges this move entails. 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.

**About Webroot**

Webroot provides Smarter Cybersecurity™ solutions. We provide intelligent endpoint protection and threat intelligence services to secure the Internet of Everything. By leveraging our cloud-based collective threat intelligence platform, computers, tablets, smartphones, and more are protected from malware and other cyberattacks. Our award-winning SecureAnywhere™ intelligent endpoint protection and BrightCloud® threat intelligence services protect tens of millions of consumer, business, and enterprise devices. Webroot technology is trusted and integrated into market-leading companies including Cisco, F5 Networks, HP, Microsoft, Palo Alto Networks, RSA, Aruba and many more. Webroot is headquartered in Colorado and operates globally across North America, Europe, and the Asia Pacific region. Discover Smarter Cybersecurity solutions at webroot.com.

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