MANAGED SERVICES PRICING GUIDE 2.0

INDUSTRY BEST PRACTICES

ENTER GUIDE

solarwinds
msp

1. Introduction

HOW TO READ THIS DOCUMENT

For the IT Service Provider: This document provides an overview of Managed Services and a proven 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

Managed Services continues to be a **high growth market** with many MSPs rapidly acquiring new customers, managing new devices and building recurring revenue. The reason for this growth is the reliance of SMBs on their IT infrastructure without the IT budgets to justify staffing their own technicians. MSPs are in a perfect 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.

solarwinds
msp

STAGES OF IT MANAGEMENT

- **Break-Fix:** Customer paying an hourly rate as issues occur
- **Responsive:** Customer pre-purchases a block of hours
- **Proactive:** Customer contracts out a checklist of preventative maintenance

- **Managed:** Customer outsources IT as fixed fee or all you can eat
- **Utility:** Customer pays based on usage
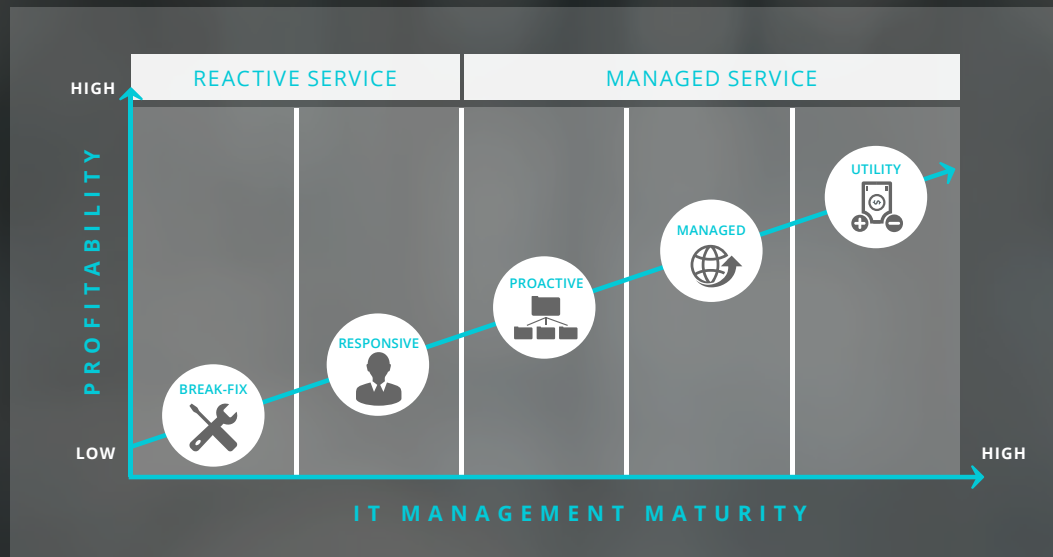
REACTIVE SERVICE (Profits from customer failure)
- Device Failure
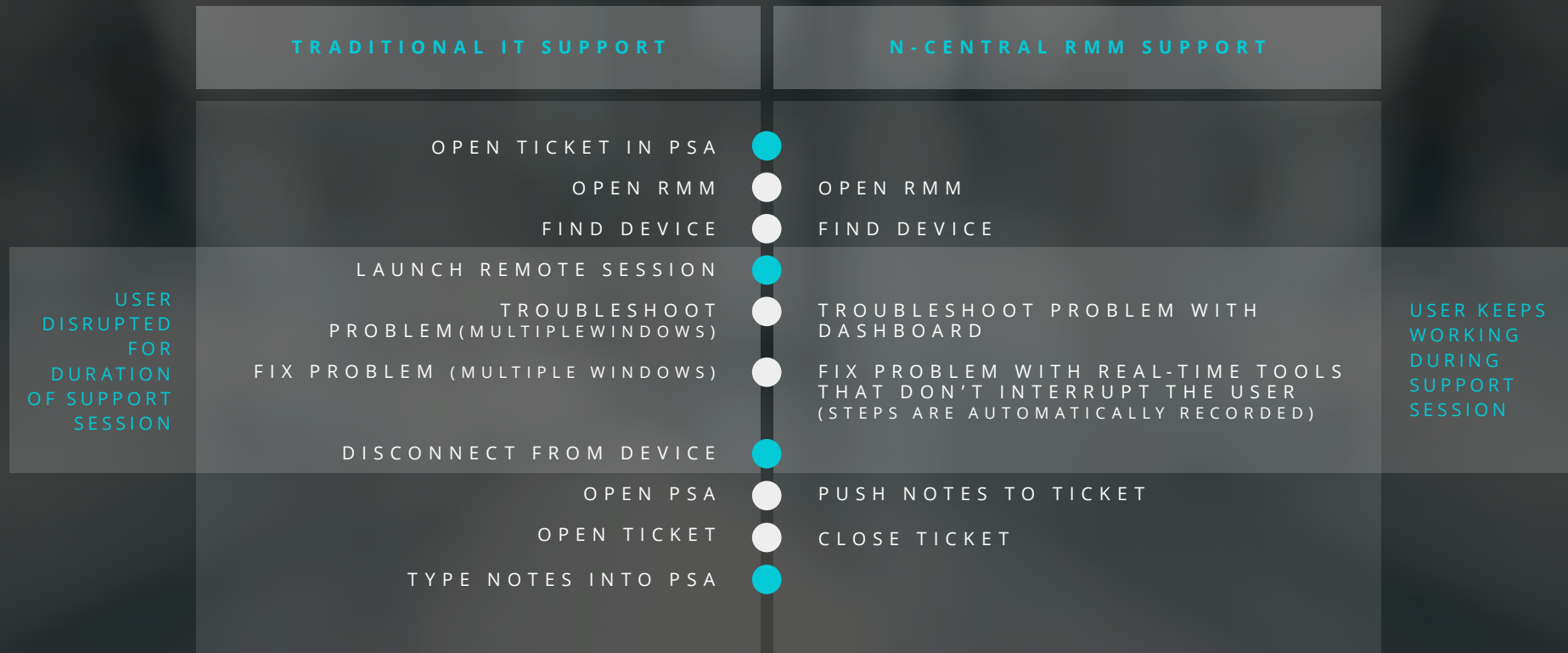- Network Failure
- Data Loss
- Viruses & Malware

MANAGED SERVICE (Profits from customer success)
- Device Uptime
- Network Uptime
- Data Availability
- Malware Free Devices

solarwinds
msp

3. 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. **"Often, we can solve a ticket in 15-20 seconds that used to take 3-5 minutes."** Says one SolarWinds MSP partner. Greatly reducing ticket times makes help desk support profitable and allows MSPs to build recurring revenue from reactive customers.

TRADITIONAL IT SUPPORT		N-CENTRAL RMM SUPPORT
OPEN TICKET IN PSA	●	
OPEN RMM	○	OPEN RMM
FIND DEVICE	○	FIND DEVICE
LAUNCH REMOTE SESSION	●	
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	○	PUSH NOTES TO TICKET
OPEN TICKET	○	CLOSE TICKET
TYPE NOTES INTO PSA	●	

USER DISRUPTED FOR DURATION OF SUPPORT SESSION

USER KEEPS WORKING DURING SUPPORT SESSION

solarwinds
msp

3. PROFITABLE HELP DESK SUPPORT

NEW SOURCE OF RECURRING REVENUE

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

YOUR SERVICE	YOUR AVERAGE MONTHLY REVENUE (PER USER*)	YOUR AVERAGE MONTHLY COST (PER DEVICE*)
THROUGH THE USE OF FREE LIGHT MONITORING AGENTS, NON-INTRUSIVE SUPPORT TOOLS LIKE DIRECT SUPPORT, MSPS ARE PROVIDING A BETTER HELP DESK EXPERIENCE AND BUILDING RECURRING REVENUE AT THE SAME TIME.	$18-25 USD/USER	$2

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

solarwinds
msp

4. HOW TO BUILD RECURRING REVENUE WITH MANAGED SERVICES

BUILD RECURRING REVENUE FROM REACTIVE CUSTOMERS

With 75% of the market sticking with reactive IT, there is 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 and then upsell them 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 MONTHLY REVENUE (PER DEVICE*)	YOUR AVERAGE MONTHLY COST (PER DEVICE*)
LIGHT MONITORING • LIGHT MONITORING • ASSET/SOFTWARE/HARDWARE REPORTING • BRANDED SYS-TRAY ICON • REMOTE CONTROL	FREE	FREE
MANAGED SECURITY • INDUSTRY LEADING AV PROTECTION • AV MONITORING & UPDATES • AV THREAT/STATUS REPORTING	$3 PER DEVICE	$1 PER DEVICE
MANAGED PATCH • WINDOWS PATCH MANAGEMENT • PATCH STATUS REPORTING	$3 PER DEVICE	$1 PER DEVICE
MANAGED MOBILE • MOBILE MANAGEMENT & SUPPORT • MOBILE REPORTING	$5 PER DEVICE	$1 PER DEVICE
MANAGED BACKUP • OFFSITE STORAGE TO SECURE DATACENTER • BACKUP STATUS REPORTING	$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.

solarwinds msp

FREE MONITORING LICENSES

A Strategy to Grow Your Business
Free monitoring licenses help you get your foot in the door to more businesses. Once you have gathered information about their networks and have built some trust you can quickly upsell these customers to build monthly recurring revenue.

A-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. With N-able you can purchase and deploy these a-la-carte add-ons on top of your free monitoring licenses.

PER DEVICE LICENSING

Use Your Licenses However You Want
You charge customers less for monitoring a workstation than a server so it makes sense that a desktop node should cost you less. Also, it shouldn't matter how you deploy your nodes. When you purchase 1000 device licenses from SolarWinds MSP you can use them in any configuration you want.

"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

5. RMM Pricing Best Practices

6. LICENSING THAT GROWS WITH YOU

THE MORE YOU BUY, THE MORE YOU SAVE

All software and services that SolarWinds MSP provides are designed to **help you grow your business**. We require a monthly minimum spend which ensures that we can deliver all partners the level of business and technical support required, however our pricing is 100% A-La-Carte, meaning you have **complete flexibility** on which license your purchase allowing you to deploy in any configuration that you need.

YOUR SERVICE	YOUR AVERAGE MONTHLY REVENUE (PER DEVICE*)	YOUR AVERAGE MONTHLY COST (PER DEVICE*)
DEVICE MANAGEMENT		
MANAGED SERVER	$100-250 USD	$9.00 USD
MANAGED NETWORK	$25-65	$4.50
MANAGED WORKSTATION	$20-60	$2.10
A LA CARTE SERVICES		
MANAGED SECURITY	$3.00	$1.00
MANAGED PATCH: APPLICATIONS	$1.00	$0.25 PER DEVICE
MANAGED PATCH: WINDOWS	$3.00	$1.00
MANAGED MOBILE	$5.00	$1.00
MANAGED BACKUP	$100–150 PER SERVER, OR $40 + $/GB HOSTED	CALL FOR DETAILS
MANAGED COMPLIANCE	$4 PER IP	$1 PER IP

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

solarwinds
msp

6. LICENSING THAT GROWS WITH YOU

THE MORE YOU BUY, THE MORE YOU SAVE

All software and services that SolarWinds MSP provides are designed to **help you grow your business**. We require a monthly minimum spend which ensures that we can deliver all partners the level of business and technical support required, however our pricing is 100% A-La-Carte, meaning you have **complete flexibility** on which license your purchase allowing you to deploy in any configuration that you need.

YOUR SUPPORT TOOLS	YOUR AVERAGE MONTHLY COST
ATTENDED REMOTE CONTROL	$50 PER CONCURRENT SESSION
HELP DESK	$23 PER TECH
REPORTING	$150

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

solarwinds
msp

7. DEVICE BASED LICENSING

YOU CAN DEPLOY YOUR LICENSES HOWEVER YOU WANT

When it comes to providing Remote Monitoring and Management, SolarWinds MSP's pricing allows you to deploy your devices in any configuration you want.

MANY LOCATIONS, AVERAGE CONFIGURATION

x1 x1 x20

10 STANDARD LOCATIONS
- 20 Workstations
- 1 Network
- 1 Server

$55.50 USD / month per location

FEW LOCATIONS, HIGH DEVICE COUNTS

2 LARGE LOCATIONS
- 100 Workstations
- 5 Networks
- 5 Servers

$277.50 USD / month per location

x5 x5 x100

"The best thing about SolarWinds MSP's pricing is the flexibility it gives us. We can design an offer that is just right for us while meeting our customers' needs."

- Brent McCasland, President, CalTech

solarwinds
msp

8. SOLARWINDS MSP PRODUCT FAMILY

The MSPs with the **highest efficiency and profitability** are those that can do the job with speed (and quality) the first time. No matter the scope of your IT services, **we have the right tools** for your helpdesk, NOC and field technicians. For leaders we provide dashboards and reporting so you can monitor performance and take your IT business to the next level.

MSP ANYWHERE
REMOTE ACCESS & SUPPORT

- CONNECT 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

N-CENTRAL
MONITOR. MANAGE. AUTOMATE.

- DEVICE MONITORING
- HEALTH & PERFORMANCE ALERTS
- DRAG & DROP AUTOMATION
- INTEGRATED PATCH, AV, BACKUP
- INTEGRATED REMOTE CONTROL
- BUSINESS REPORTS

MONITOR 100 DEVICES FREE
FREE BUSINESS COACHING

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

solarwinds
msp

YOUR SOLARWINDS N-ABLE PARTNER DEVELOPMENT TEAM

SALES ENGINEERING

Our team of sales engineers helps new partners get up to speed on the SolarWinds MSP platform and helps experienced partners master their skills.

PARTNER DEVELOPMENT

Our partner specialists help IT service providers succeed in Managed Services and provide business coaching to experienced MSPs.
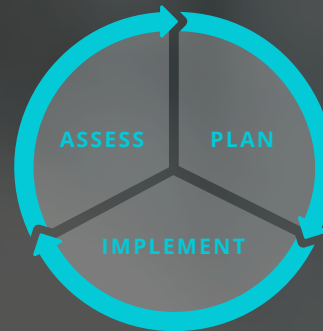
BEST PRACTICES GUIDE

MANAGED
SERVICES
RUNBOOK
BUSINESS
EDITION

Your guide to packaging your services into a repeatable scalable business.

BUSINESS PLAN

ASSESS PLAN

IMPLEMENT

Your SolarWinds MSP Team will help you develop a strategy to increase profits and grow your business.

MARKETING RESOURCES

SALES &
MARKETING
**DIGITAL
BINDER**

Free marketing templates and resources to start attracting new customers.

solarwinds
msp

About
SolarWinds MSP

SolarWinds MSP empowers MSPs of every size and scale worldwide to create highly efficient and profitable businesses that drive a measurable competitive advantage. Integrated solutions including automation, security, and network and service management—both on-premises and in the cloud, backed by actionable data insights, help MSPs get the job done easier and faster. SolarWinds MSP helps MSPs focus on what matters most—meeting their SLAs and creating a profitable business. For more information, visit www.solarwindsmsp.com.

To find your local SolarWinds MSP contact visit: www.solarwindsmsp.com/contact

solarwinds
msp