



Today more than ever technology resellers are capturing additional revenue by maximizing billable services. Rather than exclusively selling perpetual contracts – accompanied by break/fix revenue – many resellers are moving toward a hybrid model somewhere between break/fix and VAR to a fully managed services organization. That is, selling more services, in addition to third-party contracts, on a monthly basis.

Five reasons to make the switch to Managed Services:

Monthly Recurring Revenue - MRR

Monthly billing makes sense. MRR is a steady, predictable stream of revenue derived from a client's monthly service consumption. MRR is an easy metric that helps track monthly revenues coming in, contrasted with operational expenditures going out, for example. Adding and subtracting monthly license totals, depending on need-based consumption, helps eliminate shelfware and unused inventory.

Maximize Billable Services

Choose an endpoint solution that combines the ability to unlock valuable billable features within the native management console. Encryption, web filtering and end-user training modules are a few examples of additional add-ons available in most top-tier endpoint solutions. Move away from one-size-fits-all and unlock extra feature sets for good, better or best price and protection strategies.

Simplified Administration

From procuring licenses to deploying and offering customer support, standardizing on a monthly services model makes rollout and deployment much simpler. In addition, a vendor will often include technical support in association with an MSP program, taking the burden off you and your staff.

Scale Your Business

MSPs aspire to scale their businesses, and to do so, often turning to a Remote Monitoring and Management (RMM) platform coupled with a Professional Services Automation (PSA) solution. Automation is the key to managing costs while accelerating services. Successful MSPs scale to thousands of endpoints under management leveraging platforms like these.

Flexibility

Monthly billing means no long-term contract to consider. No more purchasing products to maintain and install. Offer your clients the latest technologies leveraging SaaS and make more sustainable revenue with a managed-services and MRR model.

VIPRE delivers the highest-rated endpoint security while you accelerate your profits with margins as high as 50%. To learn more, visit <https://www.vipre.com/partners>.

Leading the Industry

VIPRE receives top ratings from the industry's leading independent testing authorities.

