

LIFECYCLE INSIGHTS

FOR THE MSP IN 2020

➔ The days of IT being simple have all but vanished

Between cloud migrations and the adoption of “work-from-anywhere”, traditional IT security and best practices have been relegated to antiquity. I was tempted to make some reference to traditional security being castles with moats and drawbridges, and explain how we have moved beyond being able to protect our data using a similar medieval approach, but you’ve heard all of that before...

➔ Truth About Today's MSPs

The truth is that today's MSPs and small business IT teams are literally protecting the fortress from nation-state attackers. Data has moved to the cloud, and the traditional moats and drawbridges (if they even exist) are simply ineffective. The modern cyber landscape looks more like the post-apocalyptic Mad Max movie than anything resembling a medieval castle. The enemy is everywhere, nothing is sacred, and an attack is likely at any moment.

➔ Enter assessments...

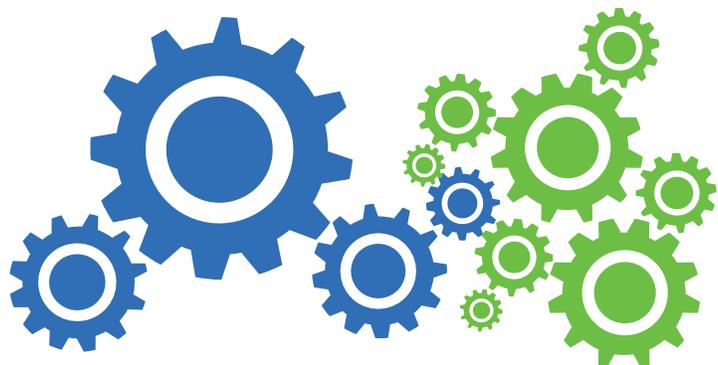
Add to that the complexities of navigating HIPAA, NIST, GDPR, PCI and other forthcoming government regulations, and let's be honest, IT teams are living in a risk/exposure nightmare, and we haven't even touched on how much work we should be putting into improving workflow productivity. The truth is, you have a lot on your plate that needs to be structured and clearly conveyed to your clients and prospects in a fashion that can be easily understood by non-technical people. Enter assessments...



VALUE FOR YOUR CLIENTS

By taking a holistic view of an organization from a technology perspective using an assessment tool, it can be distilled down into manageable chunks which can be remediated as part of an organizational technology roadmap. The ability to relay complex information in manageable chunks and distill them down to plain english is the primary reason that organizations benefit from assessments.

Certainly, the argument can be made that some organizations only perform an assessment because it's the required first (probably annual) step for regulatory compliance or an insurance requirement. But it also gives the opportunity to establish and document a baseline for the status quo and highlight where it is - in order to suss out where the organization needs to be going. This results in strategic discussions around technology improvements that may improve organizational efficiency, improve revenue projections, or simply protect the organization from the unnecessary risks of downtime and/or data loss.



LIFECYCLE INSIGHTS

VALUE FOR THE MSP



Lifecycle Insights

For the MSP, these assessments highlight one huge value proposition. They help the organization see the value they are getting for their technology spend while simultaneously **soft-selling additional project revenue and service adoption.**

The projects identified as necessary in a well delivered assessment create what appears from the outsiders view to be accidental stack alignment and standardization on best practices. For the MSP, this translates to **higher profit margins, easier employee training, and a reduction in both customer churn and helpdesk tickets.** But maybe it's not so accidental... after all, they are called best practices for a reason.



➔ Assessment Win Win

To summarize, assessments are a win/win between IT providers and their clients, where each gains something they would otherwise struggle to achieve.

FOR OUR CUSTOMERS

Regulatory Compliance / Insurance Requirement

- Security, Stability, Reliability
- Often Annual

Establish Baseline (Status Quo)

- Required for regulatory compliance
- Identify areas for improvement

Comparison to Baseline (Validate Improvement)

- Validate improvements over time.
- Validate IT spend



FOR THE MSP

Revenue

- Sell Projects
- Sell Services

Standardize

- Drive full stack adoption
- Increase Profits
- Simplify Employee Training
- Reduce Customer Churn

Display your value

- Show improvements over time
- Elevate the conversation to strategic

<https://lifecycleinsights.io>

➔ In Conclusion

So if you're still reading, you're probably onboard with my assertion that every one of your clients will benefit from a technology assessment - but there are lots of flavors of assessments out there. Knowing where to start can be tricky. Some of the more common assessments an MSP might run into are shown below.

➔ MSP might run on a client include:

- MSP Strategic Technology Assessment
- Cybersecurity/Risk assessments
- Industry/regulatory Compliance
- Technology Stack
- Alignment PreSales

➔ Other assessments might be run internally:

- Internal audit
- Checklist
- Customer Health

