

14

monthly recurring revenue services

you really should be selling



msp
Marketing Edge

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The wonderful thing about running an MSP is the huge amount of monthly recurring revenue (MRR). There's no other business in the world that benefits from it quite as much as you do.

In fact, you can never run out of new MRR services to sell. Which is great. Because the quickest way to make more net profit is to sell more to your existing clients.

So if you're looking to increase net profit (and as the business owner, your own personal income) the biggest question you should be asking yourself is "What else can I be selling?"

Within this guide, you'll discover 14 additional MRR services and tools you could use to:

- Impress prospects at pitch meetings
- Add weapons to your marketing arsenal
- Improve client retention
- Increase upsell opportunities
- Create deeper, more profitable relationships

Let's get started...

The first six suggestions all fall under Security as a Service

Selling security is easy. And as an MSP it's your job to educate your client on all of the different security threats that could rip their business apart.

As a result, this creates an opportunity for you to sell a preventative measure for each threat that you spot.

Throughout this guide, you'll hear us talk about selling security as a tick list. You simply need to communicate a list of threats, then highlight the huge pain it could cause your client. And then provide them with either individual solutions; or a complete package with a premium price tag.

Here are a handful of the security services you could be profiting from:

01

ID Agent

www.idagent.com

The way we see it, every MSP should be reselling ID Agent. It's a no brainer.

ID Agent searches and monitors the Dark Web and lets you know when specific personal details have been compromised.

Because of this, it's probably the biggest new business revenue opportunity for you at the moment, especially if you're selling to regulated industries like accountants, solicitors and IFAs. Or in fact any company where keeping data secure is critical.

Not only is ID Agent a great way to secure recurring revenue, it can also be used as a powerful marketing and sales tool to help you win new business.



Here's what many MSP's do: They buy the basic ten licences from ID Agent; sell on nine and keep one for marketing and sales purposes.

Selling security is much easier than selling general MSP services. When you visit a new prospect, you can set up their domain using your spare licence (with their permission of course) and say, "well, your email address has been breached 3 times in the last year. Oh, and does your password start with...?"

Can you imagine the power of that conversation?

If you want to help your clients protect their digital credentials, ID Agent could be the perfect bolt on to your existing offering.

02



Bitdefender

www.bitdefender.com/business/advanced-security.html

As an MSP, you know there are lots of different security issues. And lots of different solutions you could resell to your clients, using lots of different providers.

But to make your life easier, you could stick with one provider that covers all potential

threats, whether that's physical, virtual or cloud.

Lots of MSPs use Bitdefender for this reason, as much of what you need can be found under one roof.

But as far as your clients are concerned, they're paying for lots of different security solutions. That gives you lots of options to bundle services together or sell them piecemeal.

03



KnowBe4

www.knowbe4.com/partnering

We all know humans are the weakest link when it comes to cyber security. So if you're putting together a 360-security package for your clients, you should definitely include KnowBe4.

It's training for end users on cyber security, security awareness and phishing.

(DO NOT CLICK ON THE LINK!)

For clients that are very security conscious

(whether they want to be, or you're educating them on the fact that they need to be) then you can just resell them this training.

It's great because your clients are very likely to buy and there's no impact to you, your time or the business – you'll just need to do a bit of admin and enjoy the profit it generates.

04



Let's Encrypt

www.letsencrypt.org

It's estimated that 50% of businesses still don't have an SSL certificate on their website. Which is great news for you, because you still have lots of opportunity to sell one to your prospects and clients.

And we have even better news – you can get a free SSL from Let's Encrypt, a service run by the Internet Security Research Group.

So you can say to your client: "Hey Mr Client, we've noticed your website doesn't have an

SSL. This is the implication of that (show them how Chrome treats websites without an SSL). Would you like us to get that sorted out for you?"

"Oh, wow, yes please," they reply.

"Great, that's just going to be £5 a month."

The SSL itself is free. It costs you nothing. It takes perhaps 20 minutes of tech time to install it, and then you're getting £5 a month for the next 10 years. Easy!

05



Link11

www.link11.com/en/reseller/

Another security solution for you to consider is Link11 – the reseller programme makes it super easy to make money by providing security solutions focusing on webservers via DNS forwarding and networks via BGP.

Take a look at the security you're offering and if this hasn't been covered, you can add it to your tick list of security threats and solutions you're offering.

You can plan to make a margin from this. Or simply add value to your security package to substantiate your price.

Link11 blocked over 37,000 DDoS attacks in 2016 and have received Deloitte Technology Fast-50 award numerous times, as one of the fastest growing technology companies in Germany.

06



Hackerproof Site Inspector

www.comodo.com/e-commerce/site-seals/network-vulnerability-scan.php

If your client has an ecommerce site; is regulated, or just needs to keep trust levels high, you should definitely put Comodo's Network Vulnerability Scan in front of them.

They'll buy and you'll make more money; it's another no brainer.

It scans their website daily for potential threats and also includes an interactive logo that can be placed on every page that's backed up by the scan.

You're not only selling an additional layer of security; the logo is also a massive conversion tool.

By adding the logo to each page on the site, people will trust the site more which will encourage them to buy.

If you say to your clients, "We can keep your site safe but we'll also help you to sell more" then you're on to a winner.

Also, you could consider bundling the other security services we're spotlighting together into a complimenting package, which will help you to increase monthly recurring revenue and profit.

8 other ways to make more monthly recurring revenue

01



Nimbox

www.nimbox.co.uk

Nimbox, very simply, is like Dropbox, but you can resell it.

Although lots of people use Dropbox, your clients may like to consolidate everything with a provider they trust...

You should make the most out of this relationship by adding Nimbox to your monthly services. You can enjoy a decent margin and the profit it creates, without actually having to manage any delivery.

02



ActivTrak

www.resellers.activtrak.com

ActivTrak is another client winning service – another trick up your sleeve you can pull out and help win the deal if your client has problems with their team’s efficiency or performance.

It’s not positioned in this way on the ActivTrak website. But basically you can use ActivTrak to see how much time people are wasting online and what they are looking at.

You install it on a computer remotely. It sits in the background and it’s virtually impossible to detect, unless you know what you’re looking for.

It will take screen shots, report on performance, tell you about USB activity and give your client a better idea of what their employees are up to.

So if a client says to you “I’ve got this problem employee and I’m sure they’re mucking about all day or wasting time, but I can’t prove it.” Then you can say, “Hey, we can install this clever software for you, that’ll tell you exactly what they are up to.” SOLD.

You’re using technology to solve their biggest headaches. Add ActivTrak as a service to your portfolio and you’ll win more new clients and keep them for longer.

03



Exclaimer

www.exclaimer.co.uk/join-the-exclaimer-partner-network

Exclaimer is an easy way to create great looking email signatures and manage them. It’s very popular. It’s very easy. And it’s got a reseller programme.

Clients love this type of service too – they want to have a great image and you can help them to achieve this. Email signatures are also something you can put in your tool kit and talk about when you’re doing strategic reviews with clients.

You could say: “Have you considered using email signatures as part of your marketing campaign?” Or something like that...

You can then pitch what you can do and how easy it is to set up...

This is something people will want, so you should sell it. Simple as that.

04



Backupify

www.backupify.com/office-365-backup

If you can increase your monthly recurring revenue by removing any pain from your client's life, then everyone wins. And that's exactly what Backupify provides.

Imagine if your client lost all of their email data and history? You should ask your clients this exact question. And position this service as the way to prevent that nightmare.

Part of Datto, Backupify will help your clients sleep better at night. It takes a backup of their email, whether they're on Office 365, G Suite or Salesforce.

So if anything does happen, you can restore everything from the most recent backup.

This is another great product to sell as a service. It can easily be bundled into the other services your client is currently buying from you.

05



Router as a Service

If your client needs a router, don't sell them a router, provide it to them as a service. This is what the really, really focused MSPs are doing as it's the best way to increase your monthly recurring revenue.

Router as a Service.

And there's nothing wrong with turning a router into a monthly recurring revenue stream. You provide the router. You maintain it every month. You do all the checks. You

do all the updates. And you do it all for a small monthly fee.

Make sure you break even within four or five months to protect yourself. But you'll know that the average client will keep that router for three to five years.

One of the distributors that lots of MSPs like is MikroTik (www.mikrotik.com).

06



Barracuda

www.barracuda.com/products/essentials

91% of cyber attacks start with an email. So if your client hasn't got focused protection against email attacks; Barracuda is another security solution you can resell.

Think of security as a tick list and make sure your putting cover in front of your clients for everything they could possibly need – the only thing that will happen is that they'll buy more from you...

07



DNS by Comodo

www.dnsbycomodo.com/reseller/

If your client can't afford any domain downtime, DNS by Comodo could be the perfect sell for you.

The DNS's reseller program enables you to deploy your own global white label DNS network and manage domains on behalf of your customers through their web-based console.

Your customers would rather you look after their domains, so why not consider adding DNS by Comodo to your portfolio and increase the revenue you receive from each client.



Uptime Robot

www.uptimerobot.com

Uptime Robot is a great little tool that just monitors websites, and tells you when they have gone down.

It's free and there's an API to automate things. So when your client's site goes down it'll trigger off an automatic alert to the client or to the help desk.

You can also include uptime reporting, which is just another little extra you can add on.

The importance of this tool, is that any downtime issues can be highlighted and resolved straightway. Making sure that your client's site is up and live at all times.



So there are plenty of extra services you can sell to your existing clients... but what if you need more clients?

The MSP Marketing Edge will revolutionise how you get new clients.

Already more than 80 IT support companies in the UK use it, trust it and love it every month.

It's a set of simple marketing tools that make it easier to win new clients.

But it's strictly available to only one IT support company per area. Try your first month for just £1 + vat – then cancel any time

Visit www.mspmarketingedge.com to see if your area is still available