How to Increase Your Profits with ESET

White Paper for MSPs

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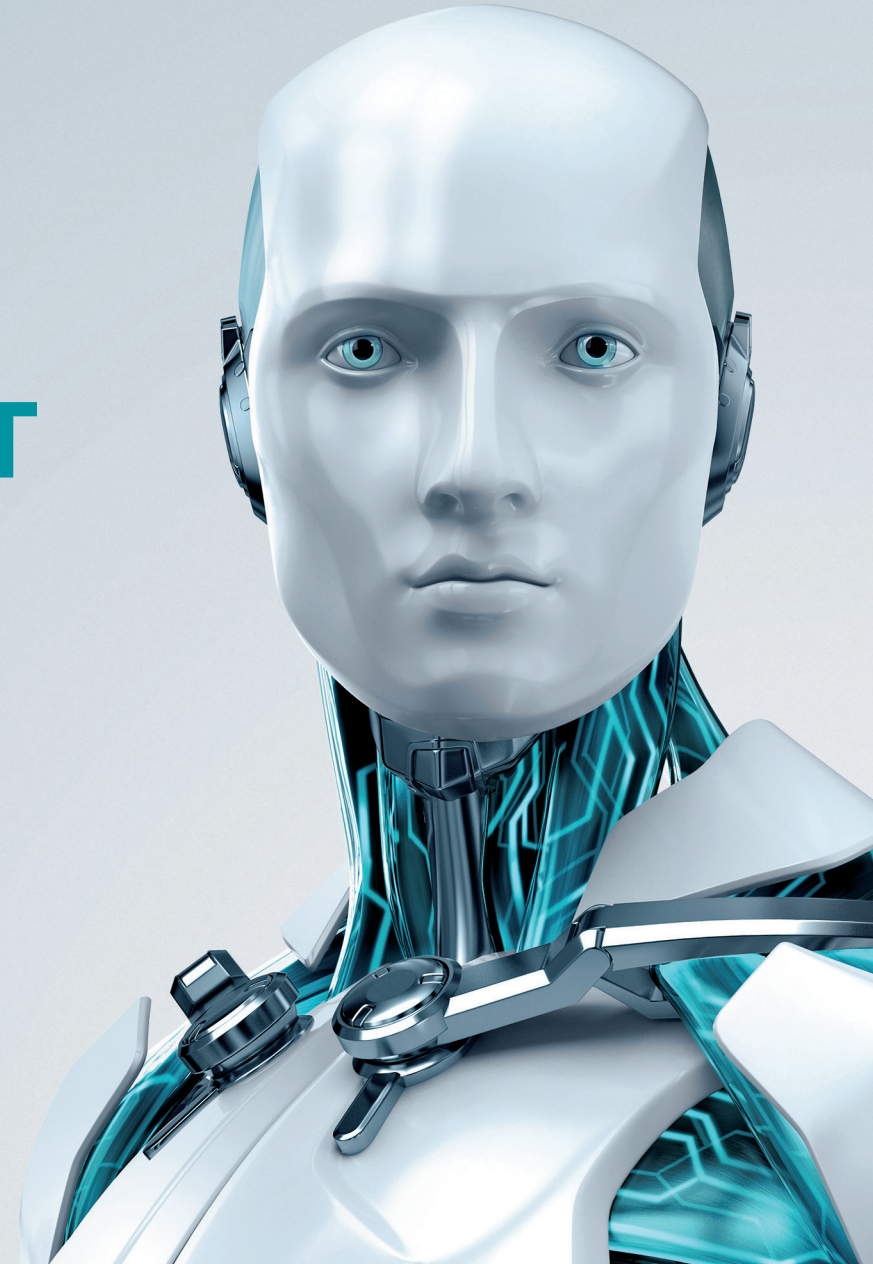
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INTRODUCTION

The expectation level of business users regarding IT has driven its complexity up significantly, and SMBs are at a disadvantage. Their IT budgets are limited and it is hard to get the proper knowledge and resources to deploy, manage, and monitor the IT infrastructure needed to compete in the market.

Also, quite a number of SMBs are realizing that they are spending a high percentage of their IT budgets on keeping their basic infrastructure running, spending primarily on technology and resources for managing and upgrading hardware, software, security, and business applications.

Since the growing sophistication of IT solutions, many SMBs are turning to outside companies for more help, so that they can concentrate on their core business.

Some resellers saw this as an opportunity to innovate and cover customers' concerns and they began transitioning their businesses to a more service-oriented model. The result is that SMBs can now pay monthly service fees to an MSP who leases out and maintains the entire IT infrastructure of the business.

This white paper provides several important insights into how MSPs can increase their profits with ESET. It looks at the reasons why ESET is your best choice, and highlights the advantages of why working with a trusted industry leader which offers outstanding products will help you build and grow your managed services business.

ABOUT MANAGED SERVICES

Managed services is a business model through which providers can generate recurrent revenue from a profitable mix of IT services.

By adopting this approach, providers offer IT services and assume responsibility for their customer's entire network rather than sell software and hardware alone. In doing so, an MSP can provide customers with high-value, business-focused IT services that optimize their network operations and mitigate risk.

The specific services that MSPs provide to each customer will depend on customers' unique needs. Many SMBs will not have a fixed budget for maintaining their IT infrastructure, choosing to contract a service provider only when something bad happens rather than signing a fixed-fee contract. With the right approach, however, these types of customers can be a valuable source of revenue for an MSP.

For this reason, most MSPs offer a large range of products and value-added IT services to meet specific customer needs, including auditing and compliance, data backup and disaster recovery, endpoint security, data storage, and much more.

WHAT DO CUSTOMERS WANT?

But contracting an MSP doesn't mean that the customer will forget about IT entirely. As with any other productive business relationship, SMBs typically expect the following behaviors from the MSP:

1 – MSP will be taken as a virtual CIO

For some growing and midsize firms, there's likely to be at least one person responsible for managing the company's technology. They will clearly define roles and responsibilities up front. A good MSP will develop a highly skilled team, make use of available training and certification, document work overflows, ensure there is vacation coverage, proactively offer important innovations for their business, and rapidly respond to any other IT requests.

2 – Trust

Trust between company stakeholders and the MSP is key. Some customers would like to know what kind of infrastructure, applications, and other technologies MSPs support. MSPs should be transparent; they need to let customers know what kind of tools they use internally. MSPs also need to be very clear with their written agreements and need to show how they respond to different types of customer requests.

3 – Companies expect communication on a regular basis

We recommend meetings on a regular basis. Some companies will treat MSPs in a similar manner to an internal department. MSPs need to know about companies' strategic plans, changes, and other information that could impact their technology needs. MSPs should anticipate and adapt. We suggest monthly or quarterly reviews.

4 – Fast response when a problem appears

Regular communication will minimize potential problems with your customers. But, if issues arise, address them immediately with your customer. Request your customer to raise issues quickly and escalate them if necessary.

5 – Security is a priority

Security is one of the biggest technology risks inside SMBs today. This can lead to the MSP spending countless hours addressing security issues. MSPs could be using those resources in more strategic ways. SMBs don't need to spend money like a larger company, but rather

adopt similar policies and procedures. Even if companies outsource some or all of their IT needs, smart security starts internally. Because of this, it is very important to have a staff security policy and train people on it, as well as use automated security tools.

CURRENT MARKET CONDITIONS

MSPs should evaluate what security solutions they will be able to offer. They traditionally have a solid IT background but often it is difficult to work/sort through all the partnership options and revenue models to make the right choice. The security solutions market is a competitive one. MSPs compete against each other and traditional resellers. Many companies can easily offer security products that are configured as narrow "point solutions" designed to address specific problems. Even though, these solutions may work for some clients, there are as many security challenges and network environments as there are solutions. Greater sophistication is required these days, to provide customers with higher-value solutions that can combine security with IT monitoring as an integrated service.

For MSPs, a single pane of glass can make all the difference. The ability to centrally manage multiple endpoints and make adjustments to them from one unified dashboard can really help save time and money.

According to a survey in 2013, 26% of respondents were creating a value-based pricing approach (versus a cost-based or market price-match approach) in order to drive continued revenue growth. In 2014 that percentage jumped to 59%.
More than 96% of respondents expect stagnation or minimal growth of desktop security service for 2015. At the same time more than 11% of respondents expect that the absolute top IT problem or service need for clients in 2015 will be more predictable and manageable IT operations costs.

It is important for MSPs not to have to limit the scale or scope of their service offering. Being able to provide endpoint protection and comprehensive monitoring for a variety of Operating Systems is a distinct competitive advantage.

MSPs needs flexibility, the availability of APIs and Plug-ins that will enable them to manage security via their existing tools instead of adding another management/administrative tool is positively influencing how efficiently can MSP deliver services to their customers.

COMPETITORS

Seeing and managing endpoints with other solutions may require separate interfaces, an inconvenience for an MSP Administrator. Other solutions integrate a 3rd party solution into their antimalware technology in an effort to deliver security management and licenses administration to MSP deployments. However, this integration is not a very elegant solution.
Many competitors just divide the cost of a 1-year endpoint security product license by 12 so MSPs are charged for a full month and invoiced usually once a quarter.
But if they need to downsize the number of product licenses during a month, there is no way to prorate the actual license use or count and the MSP is charged for the full month.
Many competitors charge their MSP program partners based on a quarterly report provided by the partner, showing the number of licenses they used during that quarter or MSPs must contact the vendor to report any planned changes to their license count and MSP partners must add licenses manually into the console, using a recommended key file supplied by the vendor.
Also other solutions don't support management of Linux and Android OS.

Finally, other solutions don't provide automatic removal of existing AV products. Unfortunately with these solutions MSPs have to resort to deploying scripts to automate some of these processes.

WHY ESET?

Because:

With rapid ROI, our solutions pay for themselves. Investing in IT security is essential, given the potential costs to your business of a digital intrusion – in terms of physical and reputational damage, not to mention the costs of recovery. But how quickly should your investment pay off? Our customers say that ESET solutions deliver rapid ROI: in a September 2014 TechValidate survey of more than 550 ESET customers, almost two-thirds said they saw a return on their investment in less than 6 months, and 94% reported that the solution had paid for itself within one year.

ESET provides a value-based solution. ESET's MSP program allows you to **add new seats in real-time**, anytime, without ever having to contact ESET. You always have a clear overview of the **number of licenses** you use for every single site, as well as aggregated totals. After purchasing licenses, you can easily manage and assign them to endpoints or even designate a Security Administrator to manage and distribute them.

As an ESET MSP Partner, your **monthly invoice is based on daily usage**; you are invoiced for the exact number of seats-per-day used. This actual-use model means there are no upfront investments, you enjoy fair and accurate billing, and your IT operation and services costs are more predictable and manageable.

ESET Remote Administrator provides a unified web-based console with drill-down possibilities. It displays an overview of clients' status and can even be used to deploy ESET solutions remotely to unmanaged computers. But also you can use our **Plug-ins** and Manage ESET security products from RMMs solutions like **Kaseya** and **Labtech**.

Get up to speed fast on the ESET product line. Take advantage of trainings, certifications, local technical and premium support to get up and running in no time.

ESET supports **Windows, Mac, Linux and Android OS** for workstations, servers and mobile devices.

You can take advantage of volume pricing. Increase profits thanks to our tier-based pricing based on aggregation of all the clients you cover. The more licenses you sell the better unit price you get.

Get new customers onboard **fast**. Offer your potential customers to try ESET business products for up to 90 days free of charge – to you as well as to them.
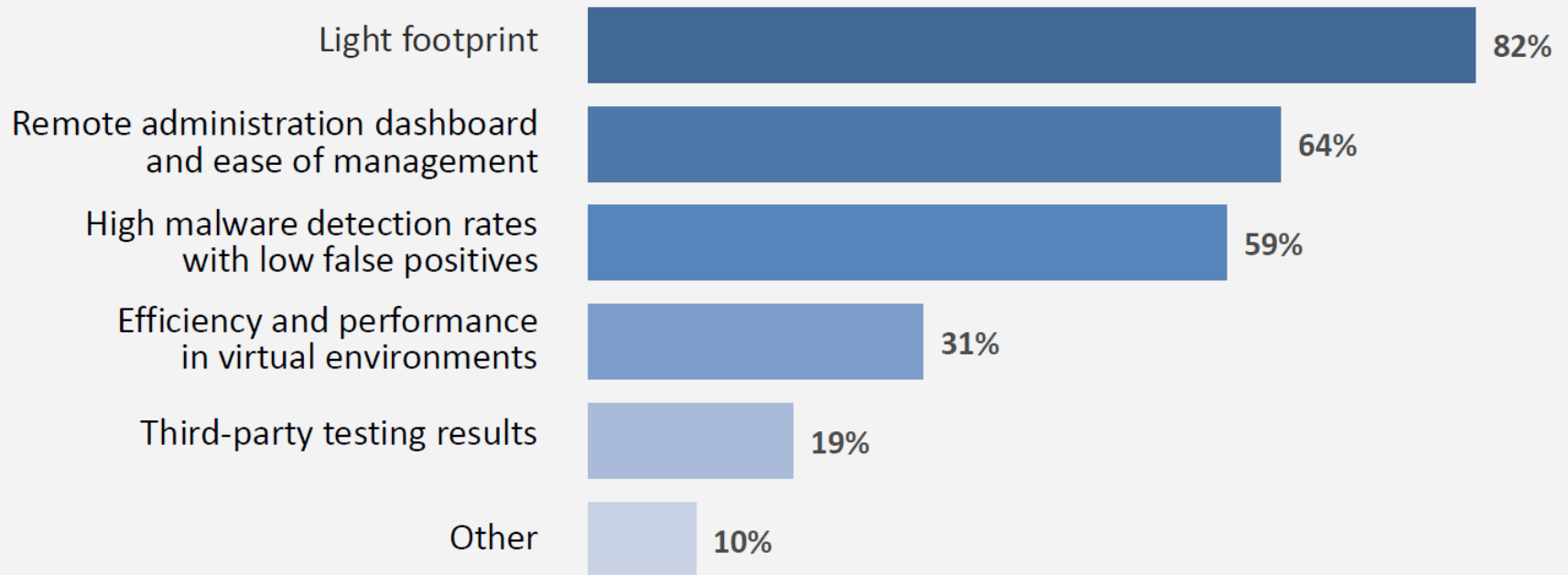
Customers love our business solutions. We have more than 100 million users worldwide. Our customers consistently pay tribute to our products, and our industry-leading customer support.

We operate **globally**. ESET has a sales presence in 180 countries worldwide – which means we can offer a localized approach and local tech support. Our partners around the world are outstanding. They understand the markets you operate in, the problems you face, and the opportunities you are trying to make the most of – just ask them for examples of the companies they have helped.

We let you get on with making the **most of your business**. Our promise is to ensure that your customers can Enjoy Safer Technology. Our first priority is to make sure your customers' information technology is always secure. In a TechValidate survey of our customers, more than half (56%) said that one of the main benefits of using ESET was that it **freed IT resources** to pursue other projects.

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ESET wins over key competitors

What features led you to choose ESET security solutions?

Feature	%
Light footprint	82%
Remote administration dashboard and ease of management	64%
High malware detection rates with low false positives	59%
Efficiency and performance in virtual environments	31%
Third-party testing results	19%
Other	10%

Source: TechValidate survey of 888 users of ESET Security Solutions who selected Symantec, McAfee or Kaspersky; http://www.techvalidate.com/product-research/eset-security-solutions/charts/385-318-C07

ABOUT ESET

Since 1987, ESET® has been developing award-winning security software that now helps over 100 million users to Enjoy Safer Technology. Its broad security product portfolio covers all popular platforms and provides businesses and consumers around the world with the perfect balance of performance and proactive protection. The company has a global sales network covering 180 countries, and regional offices in Bratislava, San Diego, Singapore and Buenos Aires. For more information visit www.eset.com or follow us on LinkedIn, Facebook and Twitter.