

Welcome to our webinar!

“What are Managed Services and why does it matter?”

All attendees are muted on arrival, but **if you are experiencing technical issues** with your audio or video, you can **let us know by using the chat function!**

If you have **questions** during the webinar, you can also **post these in the chat**. We will group them together and answer as many as we can at the end of the session!

The background of the slide features a dark blue globe with a grid of latitude and longitude lines. A hand is shown pointing its index finger at a white cloud icon, which is enclosed in a white circle. Surrounding this central point are several other white icons, each also in a circle: a database cylinder, a smartphone, a laptop, a server rack, and a desktop computer. Faint gear icons and a network of lines are also visible on the globe. A large, dark teal diagonal shape covers the bottom-left portion of the slide, containing the title text.

What are Managed Services and why does it matter?

Who we are



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Agenda

- Why should you listen to us?

(Sneak preview - we can help you turn this: 🤖 or this: 😡 into this: 😊)

- The business models: “Break and fix” vs. “Managed Services”
- What do you need to be able to offer Managed Services?
- SYNAXON Managed Services: the concept

Why should you listen to us?

If any of this sounds familiar....

- Shrinking hardware margins - how am I going to make up the deficit?!?
- I still have customers on Small Business Server - how do I convince them to upgrade?
- People don't walk in to my walk-in shop anymore!
- My staff lack some of the critical skills needed to support my customers - what do I do?
- Everybody is pulling me in different directions at the same time, all the time 🤪
- Tools to automate my business don't automate all that much - I need to get more out of them!
- Banks always want to see constant and predictable revenue streams 😡

....then you are in the right place!

How to ease the pain

**If you charge by the hour, are waiting for stuff to break,
hate that hardware margins have shrunk,**

⇒ you *know* a new business model is needed! ⇐

- **Predictable, recurring revenues**

No more waiting for the phone to ring or for people to come through the door

- **More scalable services**

Serve more customers and do more billable work with the staff you have

- **More time to build and develop customer relationships**

Selling more services to existing customers is far easier than acquiring new ones

“Break and fix” vs. “Managed Service”

It's time for a re-think!

Break/fix Provider:

“I'll give you my time in exchange for your money.”

- Only your customers' problems generate business
- Your services are solely reactive
- Customer bears the risk of downtime, loss of data etc.
- Customer not happy/stressed when interacting with you

Managed Services Provider:

*“I work in the background.
With me your IT will just WORK.”*

- Fix customers' problems before they're even aware of them
- Being proactive = better planning capability, no more putting out fires
- Customer happy, trusts his MSP
⇒ more likely to recommend

What do the different models look like?



Invoicing based on time spent with customer

Invoicing based on value delivered

Customer is responsible for IT that's error free (uh-oh...)

You are responsible for IT that's error free (a significant improvement!)

What are the key benefits of Managed Services?

- Work proactively at times which suit you
- Precisely defined packages with a fixed monthly price
- Use automation to scale your team



What do you need to be able to offer them?

- A price list and a service description
- A Service Level Agreement (SLA)
- The right tools

Will my end customers like this?

Initially: NO!

Until you explain...

They will *hate* the thought of potentially 'overpaying' you! But...

- ...they hate broken computers even more!
- ...at least their data is not infected by nasty viruses
- ...if you can warn them in advance that their disk space is filling up, they will thank you for it
- ...hardware breaks less when maintained properly
- ...they won't have to sit around waiting for you to fix their problems
- ...the costs are NEVER going to be a surprise

Will my business customers like this?

Initially: Possibly!

You have to explain the benefits...

The Managed Services model allows them to:

- outsource routine (*read, boring*) tasks
- outsource tasks where special skills are required
- focus on their core business
- improve the quality of the work or services they deliver
- plan their IT budgets long-term

Key factors for successful Managed Services:

- Efficiency
- Automation
- Standardisation
- Flexibility
- Scalability



SYNAXON Managed Services

The idea

1

Easy start

No deep product knowledge required

2

Modular use

Book only the modules you need

3

SYNAXON Team

Our team of experts is responsible for the technology on the back-end

4

Pay per use

Monthly cancellation and no platform fees

Our mission: we support you behind the scenes so you can deliver great service!

Questions - use the chat function!



Thank you!

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