

# 5 moves to win as a managed services provider

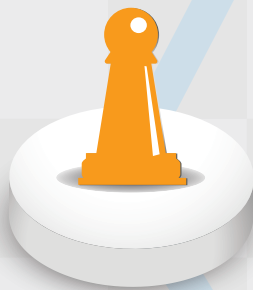


**1 Start off with strong credentials**

- Offer a mix of products, including “as a service” solutions
- Partner with cloud infrastructure providers
- Affiliate with a vendor user group or industry association

**2 Get ahead by providing these**

- Physical and virtual 24/7 support
- Consumer-like experience with intuitive UIs
- On-demand real-time reporting



**3 Up your game with power plays**

- Subscription-based pricing with loyalty incentives
- Industry and vertical expertise
- 360-degree physical security

**4 Demonstrate a success strategy**

- Sell and support emerging technologies
- Work towards a nearly 100% recurring revenue model
- Actively look for Merger & Acquisition opportunities



**5 Continue playing to win**

- Create a competitive advantage through technology
- Develop and leverage a customer advisory board
- Virtual CIO services

Take it to the next level!

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