

*MSP Seminar Series*

# THE FUTURE IS HYBRID

*Wintergrations*



**WELKOM**



**George van Brugge**

*Founder*

# EVEN VOORSTELLEN

Getrouwd. Vader van drie pubers. Ondernemer.  
Early adaptor. Die hard promotor. Crossfitter 🏋️



1998 Oprichting Portland



2007 Oprichting Kaseya Benelux & EVP Europe



2011 Mede oprichter FirmTel

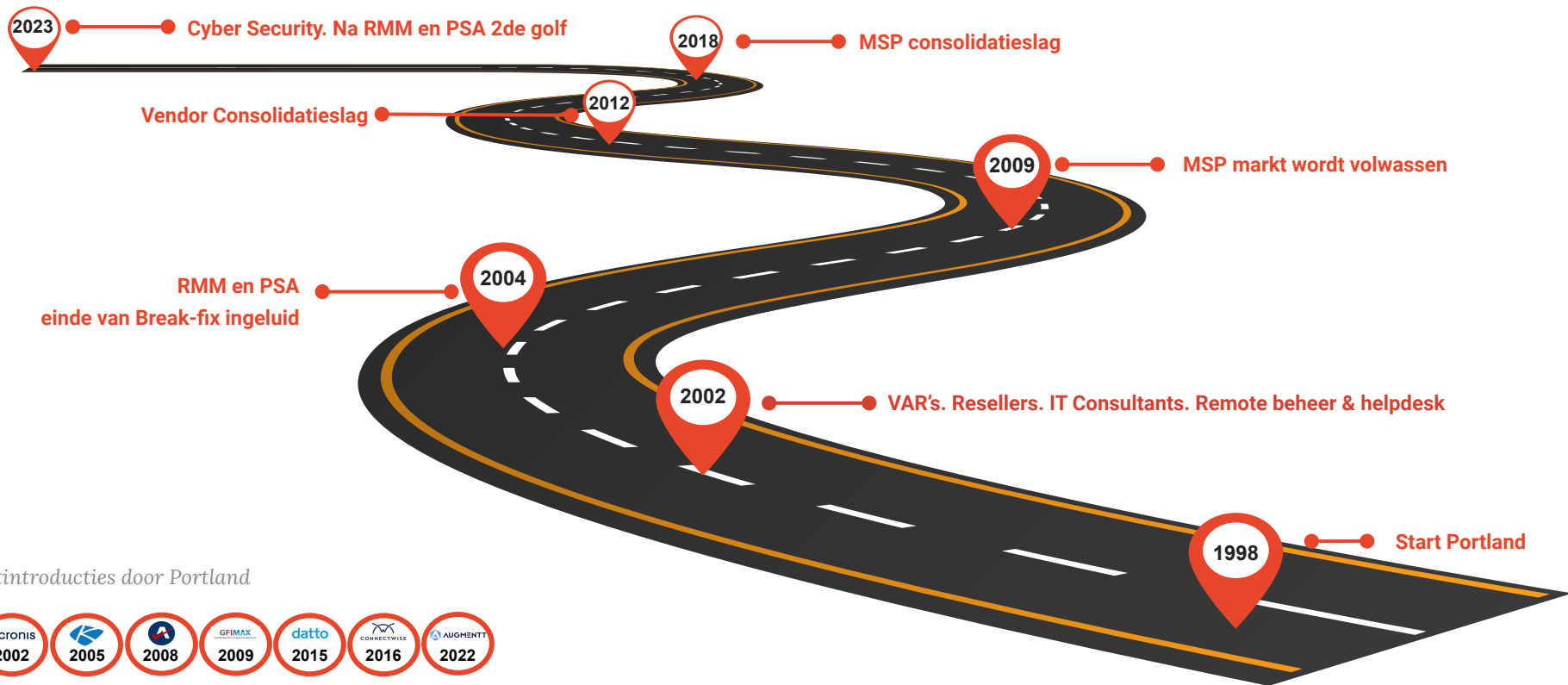


2012 Mede oprichter Bridge Ventures



2017 Terug bij Portland

# ONZE REIS SAMEN MET MSP'S



Marktinintroducties door Portland



# WAAROM 'WINTERGRATIONS'

Interessante ontwikkeling

- Enerzijds exponentieel stijgend aantal vendors
- Anderzijds wens MSP's tech stack verkleinen

Slimme MSP vendors gaan voor integraties om churn te voorkomen en ook relevant te blijven

Volgens Canalys o.b.v. van onderstaande

Five core technologies used by MSP's (according to Canalys)

- RMM and PSA
- Backup and disaster recovery
- Cloud SaaS applications
- IT service management
- Cybersecurity



# TWEEDE GOLF CYBERSECURITY MESH

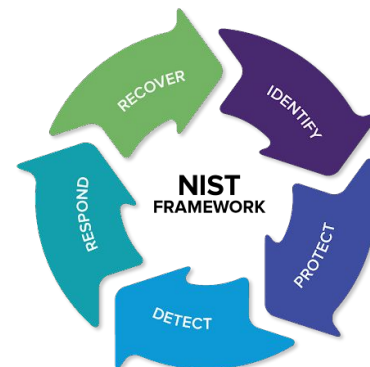
Moderne MSP heeft PSA en RMM op orde. Dit wordt de tweede golf.

Welke rol speelt MSP. Beveiligen. Verzekeren. Hulpdiensten?

Keuze maken wie na kantooruren 'meekijkt'.

Komende 12-18 maanden gaan MSP's keuzes maken

- EDR. XDR. MDR
- SOC NOC diensten
- SaaS Management
- Cyberprotectie



**DE KEUZE IS REUZE. PORTLAND HELPT**

# DE JUISTE KEUZE MAKEN IS NIET EENVOUDIG

**Automation**

## Acronis Advanced Automation

Makes your business more automated

- Easy to provision and bill Acronis offerings
- Automate billing of your recurring service contracts
- Easily capture and bill time spent by your staff

Acronis #CyberFit Summit 2022

## Acronis

We will always have more and more for you

Before	2017	2018	2019	2020	2021	2022
Backup and Disaster Recovery	Active Protector	Acronis Cyber Platform	Acronis Cyber Protect	Switched to monthly releases	Advanced E-Mail Security	Acronis Cyber Network
				28 MSP tool integrations	Advanced Management	Advanced Data Loss Prevention
					60 new features	62 MSP tool integrations
						30 monthly releases since 2020

Acronis #CyberFit Summit 2022

## Integrate Technology | Automate Business

Acronis #CyberFit Summit 2022

## ConnectWise BCDR – Portfolio

ConnectWise BCDR				CW Marketplace	
<b>Continuity Backup</b>	<b>Backup</b>	<b>SaaS Backup</b>	<b>Co-Managed</b>	<b>3rd Party Purchase</b>	
Complete Local & Cloud Backup & DR Offering for True Business Continuity	Simple Local Backup with Cloud DR Offering for cost sensitive partners	Backup for Microsoft 365, Google Workspace, Salesforce.com, Dynamics 365 & Azure AD	Integrated 3rd Party BDR with NOC services	Acronis, Veeam, NetScout, StorageCraft, Axcient, iInfracore, #2 Storage Guardian	
+ ConnectWise Cloud Easy offsite backup storage and Disaster Recovery in the cloud.				Powered By <b>keopli</b>	Current Integrations Acronis, Veeam

Backup Dashboard

Essential / Elite / Work

Productivity	Security	Continuity	Central Delivery	Growth
Microsoft 365	Endpoint Protection	On premise Backup	RMM	CRM
Google Workspace	ID/Password Mngmt	Cloud Backup	PSA	Quoting Billing
Voice over IP	Web Security	3rd Party Backup	Remote Control	Marketing
Remote Connect	Email Security	Disaster Recovery	SOC	Project planning
File Share & Sync	Firewall	Continuity Playbooks	Performance Dash	Strategy Planning
	VPN	Hardware Portals	Ticketing Systems	QBR's
	MFA	Virtual Environments	IT Documentation	Customer Success
	Enduser Training			
	Data Protection			

## Security Portfolio Roadmap

Acronis #CyberFit Summit 2022

When scalability, automation, and extensibility matter, we've got your back with the Asilo™ platform

Benefits:

- Infinite Scalability
- Rapid Response
- Security First
- Cloudy Customizable
- Instant Data Insight
- Risk Mitigation
- Continuous Automation
- Reduced Labor Cost
- Improved Productivity
- Unparalleled Performance

Open APIs

# DE AANWEZIGE VENDOREN GEVEN GRAAG HUN VISIE



# HOE PORTLAND HELPT



## MANAGE YOUR MSP BUSINESS

De juiste tools vormen het essentiële fundament van een goed lopend MSP bedrijf. PSA. RMM. Cyber.



## MANAGE YOUR CUSTOMERS

Producten om jouw MKB en KMO klanten optimaal te beheren en beveiligen. Cyber security is topprioriteit



## MSP MARKTPLAATS

Verzoeken voor onbekende software of cloud diensten? Portland neemt het werk voor jou uit handen.



*Eén centrale inkoop*



*Geen Creditcards*



*License & Cloud Management*



*Gezonde marges*

# VAN VAD NAAR TRUSTED ADVISOR

Het IT kanaal is (weer) aan het verschuiven richting two-tier.

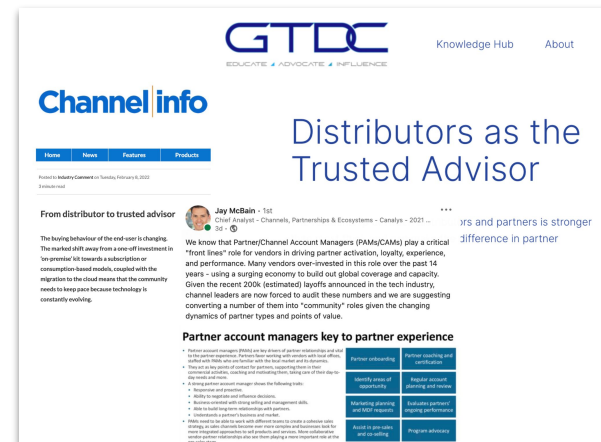
Dat zien wij ook. Aantal fabrikanten die Portland hebben benaderd dit jaar

- P 130 nieuwe venders
- P 74 een vendor survey gestuurd
- P 21 ingevuld retour
- P 3 compleet
- P 1 opgetekend, 2 in de maak.

Wij blijven selectief in aan boord halen nieuwe fabrikanten

Wij selecteren op drie kernwaarden die MSP's helpen

- efficiënter
- productiever
- winstgevender te worden





**MSP MARKT ANNO NU**

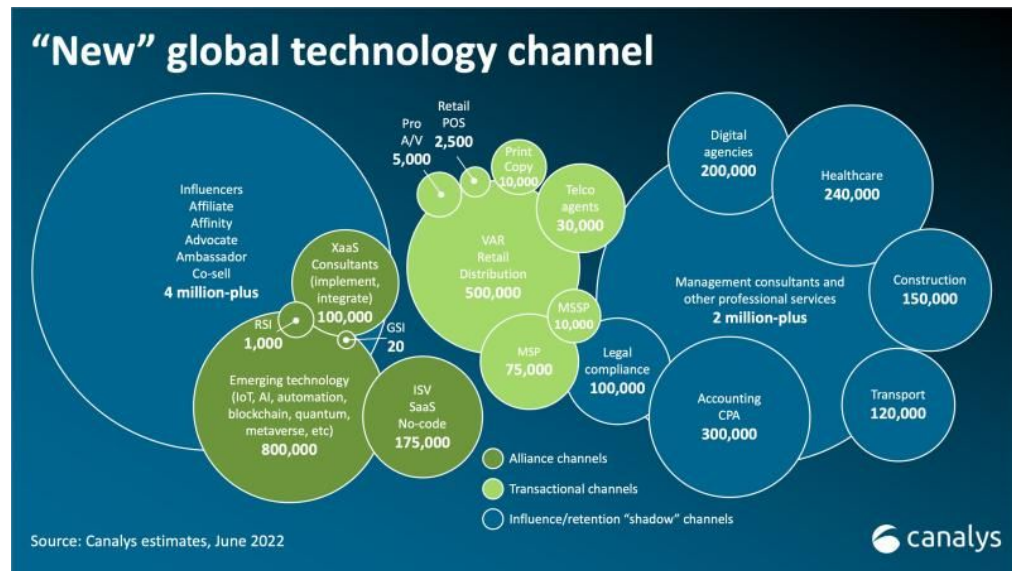
# MSP MARKT VOLGENS CANALYS

## Wereldwijd

- 75.000 MSP's
- 10.000 MSSP's

## Benelux

- 14.000 resellers (microsoft)
- 3.300 MSP's
- 1.700 MSPs >50% MSR
- 1.600 MSPs 30-50% MSR
- 1.500-2.000 use RMM
- 800 use PSA solution



MSP = Managed Services Provider  
MSR = Managed Services Revenue



# M&A HONGER ZET DOOR

- Consolidatie aan kant van de MSP centrische vendoren zet door
- Zo ook aan de kant van de MSP's
- You better be prepared :)

## ICT-DIENSTEN

## Fusiegolf in IT: kleine bedrijven zoeken groei door overnames

Investeerdere staan te springen om overnames tussen regionale automatiseerders te financieren

Stijn van Gils  
Amsterdam

Regionale IT-bedrijven nemen elkaar op grote schaal over. Zelfstandig blijven is voor veel kleine automatiseerders die pc-werkplekken beheeren eigenlijk geen optie meer, zeggen diverse experts tegen over het FD. Financiers beschouwen een jaaromzet van zo'n €50 mln als het toekomstige minimum.

'Het vakgebied is snel complexer geworden', zegt Rob Verbeek, ceo van de Zwolse automatiseerder Arcus IT. Waar een IT-bedrijf met enkele medewerkers vroeger prima in staat was bedrijven te voorzien van computerwerkplekken, schiet die schaal nu tekort. Toen ik Ar-

**€50 mln**  
Financiers beschouwen een jaaromzet van zo'n €50 mln als het toekomstige minimum om te overleven.

cus IT vier jaar geleden overnam, waren we nog met 18 man, nu met 150. Maar ik denk dat we naar zo'n 250 moeten.'

Zijn bedrijf maakt vandaag bekend automatiseerder ICTaurus uit Drachten en Amersfoort in te lijven. 'En we praten alweer met een volgend bedrijf'.

De reeks overnames door Arcus - negen in ruim vier jaar - staat niet op zichzelf. Veel werkplekbeheerders zijn ofwel op overnamejacht ofwel een mogelijke kandidaat om overgenomen te worden, merkt onder meer overnameadviseur Rik Stikkelbroeck van Hogenhouck M&A.

Andere automatiseerders op overnamejacht zijn onder meer CSN Group uit Leusden, Odin Groep uit Hengelo, Trends ICT Groep uit Rotterdam en Wortel uit Lijnden. Bedrijven worden in de nog sterk versnipperde sector met duizenden bedrijven nauwelijks genoemd, maar het zou in de regel gaan om zes à zeven keer het bruto bedrijfsresultaat (ebitda).

Investeerdere staan, ondanks de coronacrisis, te springen om de schaalvergroting te financieren. Veelgenoemde kapi-

taalverstrekkers zijn Quadrum Capital, Waterland, MKB Fonds en Holland Capital. 'Het zijn vaak goedlopende bedrijven, met een grote terugkerende omzet', stelt Ewout Pijns, managing partner bij private-equitymaatschappij Holland Capital. De investeerders komen af op de stabiele inkomststroom die het beheer van werkplekken oplevert. Alleen bedrijven die zelf specialistische software bouwen hebben een nog stabielere stroom aan inkomsten, zegt Lars van 't Hoenderdaal. Hij is partner bij Pride Capital Partners, dat IT-bedrijven achtergestelde leningen voor overnames verstrekkt.

Het exacte dienstenaanpak verschilt, maar in veel gevallen bieden ze bedrijven een compleet pakket op abonnementsbasis. Voor zo'n €60 à €70 per werknemer per maand zorgen ze ervoor dat een medewerker een laptop heeft, dat er de juiste programma's op staan, dat medewerkers op afstand bij hun bestanden kunnen en dat de computer beveiligd is.

➔ Vervolg op pagina 3

Private Equity Firm	Insight Partners <a href="http://www.insightpartners.com">www.insightpartners.com</a>	Thoma Bravo <a href="http://www.thomabravo.com">www.thomabravo.com</a>	Vista Equity Partners <a href="http://www.vistaequitypartners.com">www.vistaequitypartners.com</a>
<b>Latest Fund</b>	\$9.5 Billion (Fund XI)	\$16.5 Billion Target (Fund XIV)	\$16 Billion (Fund VII)
<b>MSP Software Platform Holdings</b>	Kaseya (2013)	Barracuda Networks (2018) ConnectWise (2019) SolarWinds (2016)	Datto (2017)
<b>Security Holdings</b>	Aqua (Container Security) Armis (Network Access/IoT) Coreview (Office 365 Security) Darktrace (Network Security) Detectify (Vulnerability Scanning) Devo (SecOps Analytics) FireMon (Firewall Mgmt) Inky (Anti-Phishing) Mimecast (Email Security) OneTrust (Privacy Mgmt) Perimeter 81 (Next-gen VPN) Recorded Future (Threat Intel) SentinelOne (Endpoint Security) Sysdig (Container Monitoring) Tenable (Vulnerability Scanning) Thycotic (Privileged Access Mgmt) Valimail (Email Security)	Centrify (PAM) Imperva (Cyber) Imprivata (Access Mgmt) LogRhythm (SIEM) McAfee Riskconnect (Risk Mgmt) Sophos (Cybersecurity) Veracode (App Security Testing)	Infoblox (DNS Security) PING (IAM) RadarFirst (Privacy Incident Response) Securelink (Remote Support)
<b>Data Protection</b>	OwnBackup Spanning (via Kaseya) Semperis Unitrends (via Kaseya) Veeam		Fusion
<b>Additional IT Mgmt Holdings</b>	AnyDesk (Remote Support) LiveAction (Network Mgmt) Espressive (IT Service Mgmt)	Empirix (Network Mgmt) Riverbed (App Performance)	Applause (Digital Experience) Apptio (Enterprise IT Mgmt) Dispatch (Field Service Mgmt) Jamf (Apple IT Mgmt) LogicMonitor (Infrastructure Monitoring)
Source: ChannelE2E, August 2020			

# AGENDA

## AGENDA



**Keynote: Robin Ody**

Senior Analyst at Canalsys



**One minute Pitches**



ApplicationLink



Salesbuilder



**Break - Live integraties - Connect**



**Michael van der Vaart**

Chief Experience Officer at ESET



**Gavin Garbutt**

Co-Founder at Augmentt

**Break - Live integraties - Connect**



**Rick Hebly**

Director of Product Management at Acronis



**Shaun Riches**

RMM Sales Engineer at ConnectWise

**Herfst buffet - Drinks - Live integraties - Connect**

**KEYNOTE**

A close-up photograph of two hands cupped together, holding a large quantity of fresh blueberries. The image is overlaid with a semi-transparent blue circular graphic. The text is centered over the image.

# MSP trends and opportunities for 2023

**Robin Ody, Senior Analyst**  
**Canalys**

# Worldwide enterprise channels experts



**Steve Brazier**  
President and  
Chief Executive



**Alex Smith**  
VP, Channels  
*United States*



**Alastair Edwards**  
Chief Analyst  
*United Kingdom*



**Jay McBain**  
Chief Analyst  
*United States*



**Matthew Ball**  
Chief Analyst  
*United Kingdom*



**Rachel Brindley**  
Senior Director  
*United Kingdom*



**Natalie Spitz**  
Senior Consultant  
*EU*



**Sharon Hiu**  
Senior Analyst  
*Singapore*



**Robin Ody**  
Senior Analyst  
*United Kingdom*



**Sheena Wee**  
Analyst  
*Singapore*



**Damian Leyva  
Cortes**  
Analyst  
*LATAM*



**Blake Murray**  
Research Analyst  
*United States*



**Rodney Hur**  
Research Analyst  
*United States*



**Zhang Yi**  
Research Analyst  
*China*



**5  
offices**

100+ staff in US, UK,  
China, Singapore,  
India



# Understand MSPs by understanding their stack

We track core MSP technologies within the MSP Tech Stack

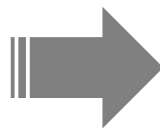


Source: Canlys estimates of end-user spending (CY2021), MSP Analysis, 2022

# Partner managed services revenue up 13% in 2021

## US\$374 billion

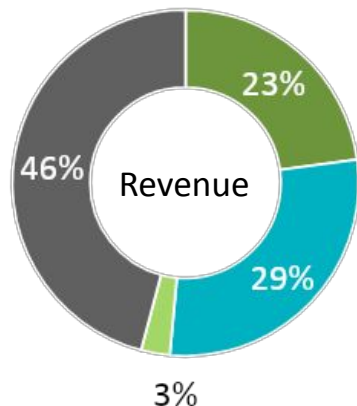
the value of managed IT services through the channel globally in 2021.



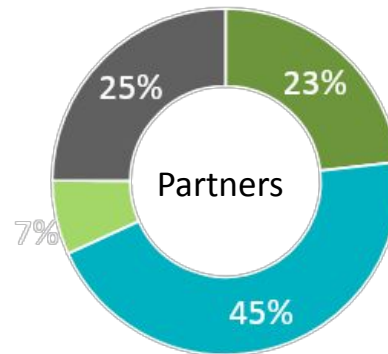
## 331,000

the number of channel partners globally that are delivering IT managed services.

Revenue from managed services, by region



Partners delivering managed services, by region

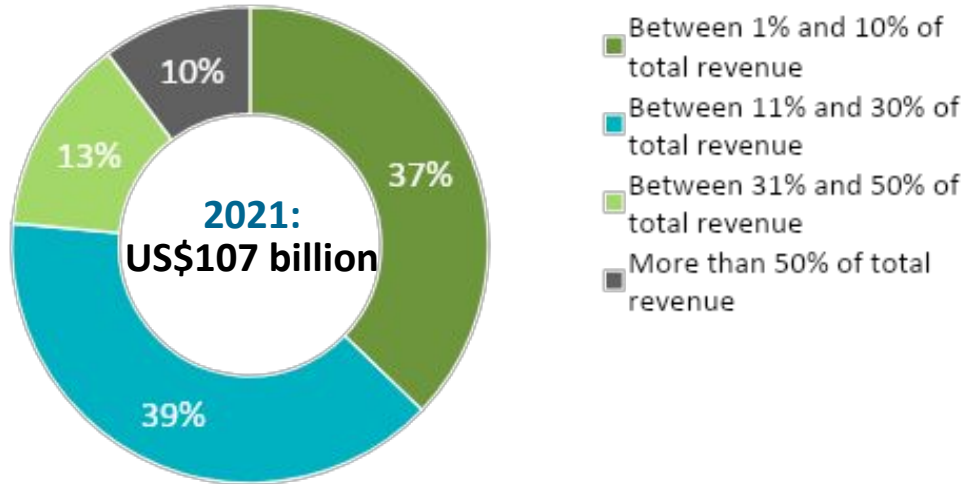




# Cyber-resiliency packages boost partners' revenue

**EMEA** managed services revenue generated through the channel

Number of partners by managed services revenue band



**US\$107 billion**

total managed services revenue delivered by channel partners in 2021

**149,000**

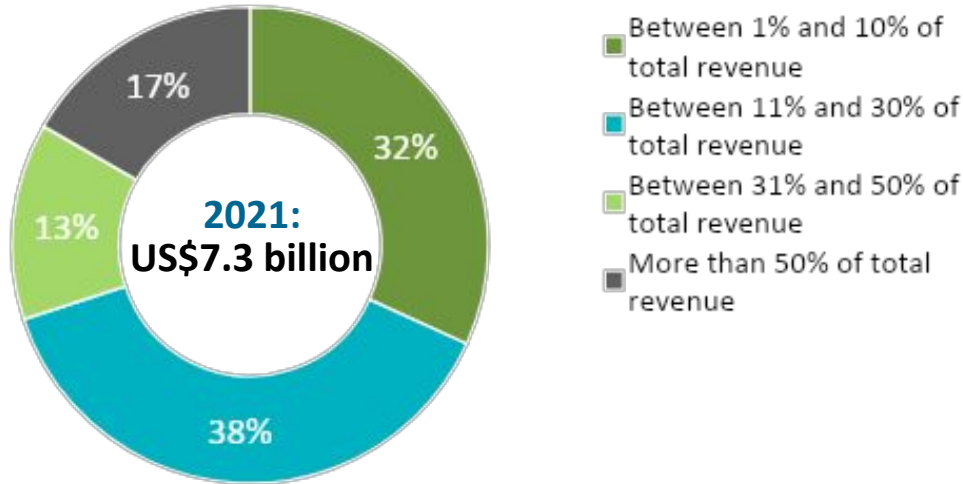
partners delivered managed services

- Trends in managed services in EMEA show managed cloud and data center solutions are growing, while cybersecurity demand has risen as regulations and vendor requirements have increased.
- Cyber-resiliency packages are on the rise as customers invest in email, backup, next-generation firewalls and infrastructure.

# Netherlands partners building best practices

**Netherlands** managed services revenue generated through the channel

Number of partners by managed services revenue band



**US\$7.3 billion**

total managed services revenue delivered by channel partners in 2021

**6,843**

partners delivered managed services

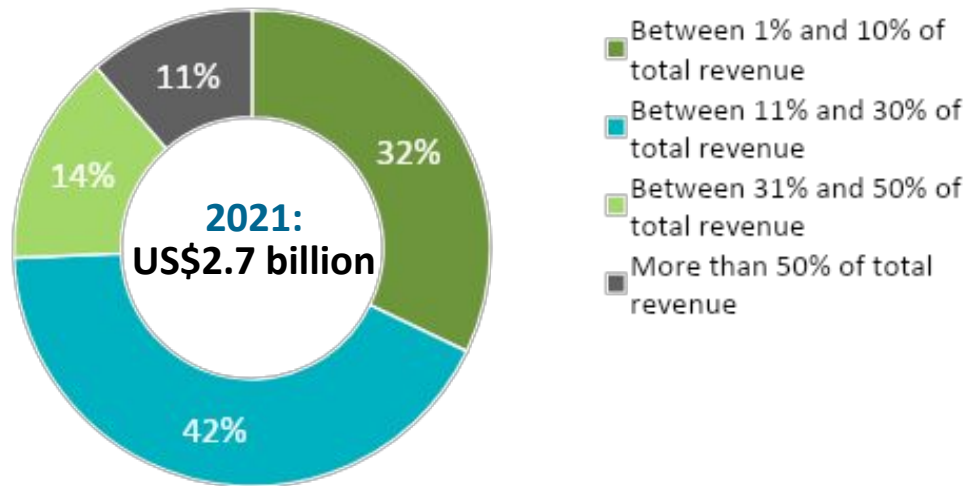
**US\$5.4 billion**

The total value of managed services delivered by non-MSPs (resellers, systems integrators, consultancies etc.) in 2021 in the Netherlands.

# Belgium sees continued cybersecurity boost

**Belgium** managed services revenue generated through the channel

Number of partners by managed services revenue band



**US\$2.7 billion**

total managed services revenue delivered by channel partners in 2021

**4,599**

partners delivered managed services

**US\$2.1 billion**

The total value of managed services delivered by non-MSPs (resellers, systems integrators, consultancies etc.) in 2021 in Belgium.

# Security and cloud IaaS key growth opportunities

Partners that are selling managed services will see higher average revenue growth than those that do not; the growth in demand for managed services is helping those partners differentiate and win business.

**52%** are using a distributor or distributor marketplace.

**Only 12%** were using cloud marketplaces for these technologies.

Key areas for managed services growth are in **data centers, cloud infrastructure, device services and cybersecurity.**

## Canalys take:

**69%** of partners are billing managed services monthly; **vendors must recognize this** and provide the same flexibility without punishing partners.

# Automation helps partners drive revenue and profit

**Automation is key**  
to building managed  
services practices.

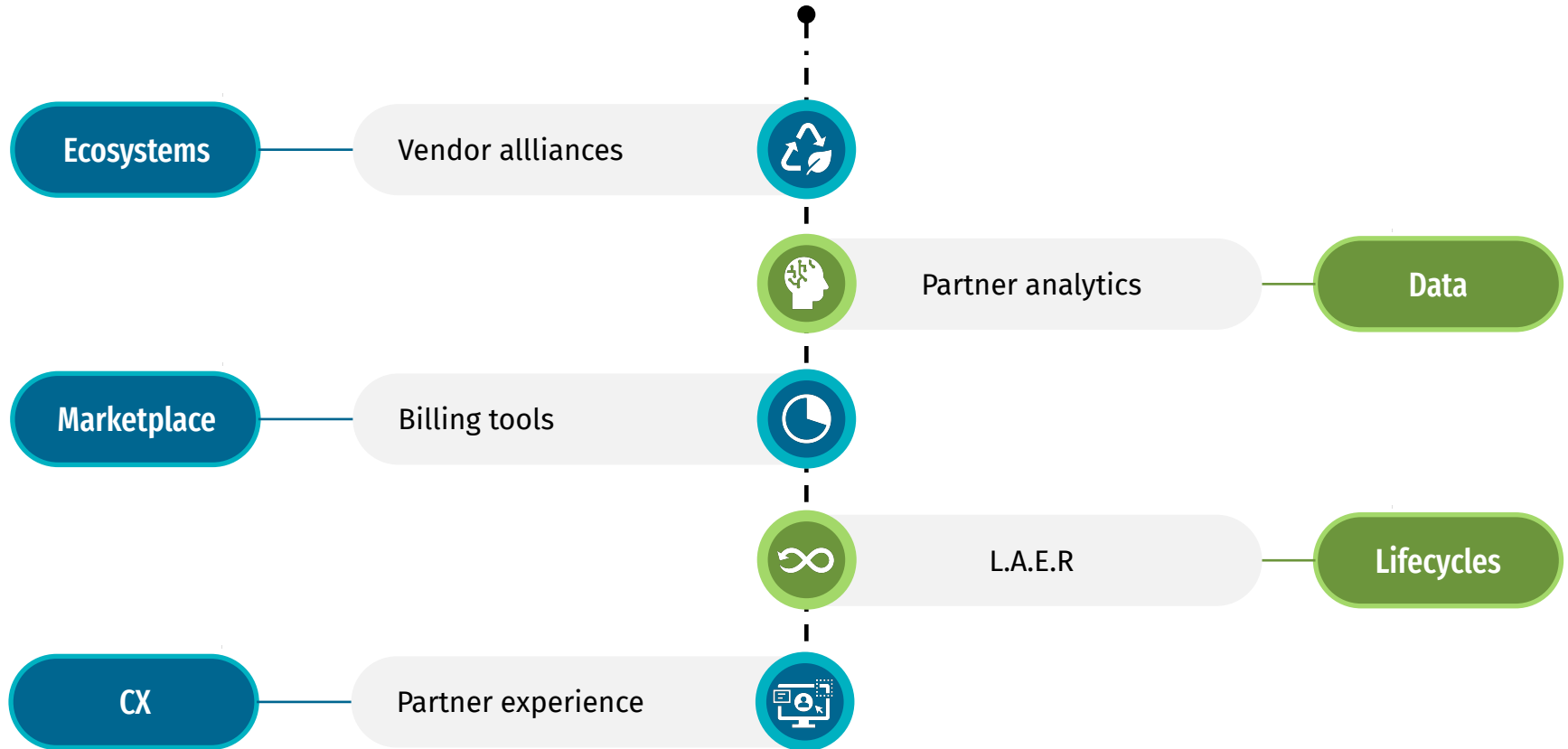
**RMM and PSA** (ConnectWise, Datto, Kaseya, N-able) are key to this growth for smaller MSPs, while **ITSM** tools, such as ServiceNow, are more established in enterprise.

**76%** of partners that expect to see over **10%** growth in 2022 have automated some or all of their managed services processes.

## Canalys take:

Many partners that are automating processes but do not use RMM and PSA tools have built their own in-house capabilities; **vendors** in these spaces **must build better support and security models** if they are to convince these partners to invest.

# Vendors need the right philosophy for MSP engagement

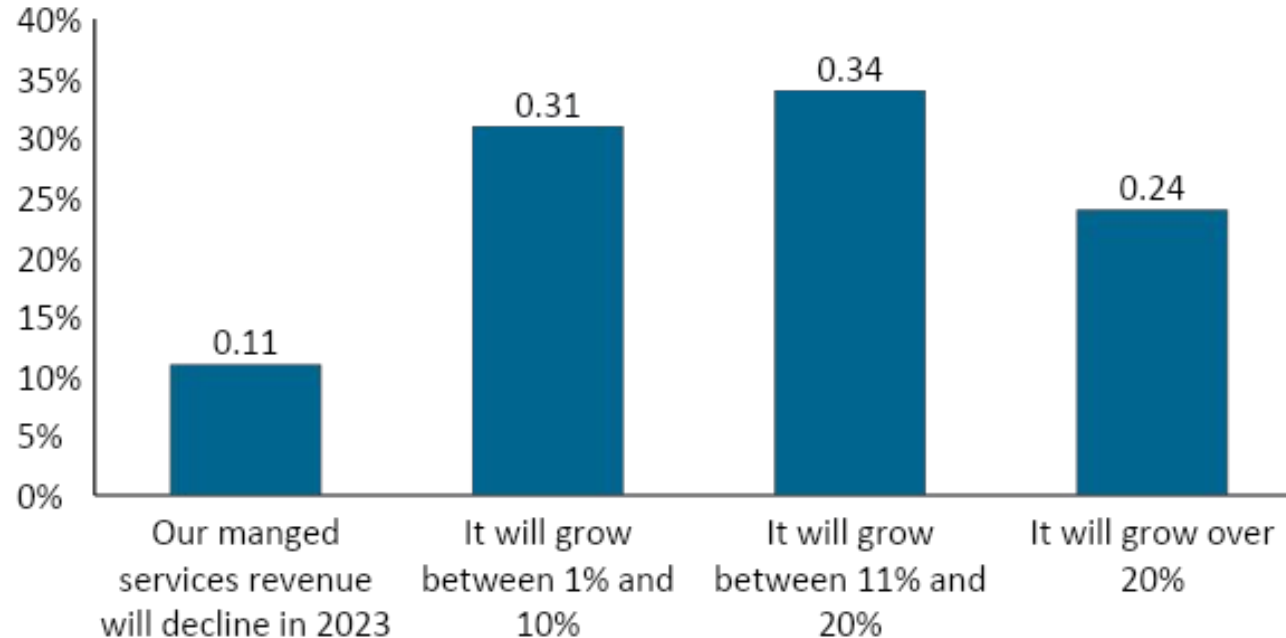


Source: Canalys research, MSP Analysis, December 2022

# Managed services will see good growth in 2023

For partners selling managed services:

How much growth do you expect to in your managed services revenue in 2023?



**89%** of those partners selling managed services are expecting growth in 2023, despite economic uncertainty and budget constrictions.

# Opportunities and challenges exist for MSPs in 2023

## Opportunities

Cybersecurity

Cloud infrastructure

Endpoint management

Data center management

Network managed services

## Challenges

Business model development

Technology integrations

Internal tech (ERP, automation)

Skills development/retention

Competition



# Candefero: a unique channel community

With more than 18,000 members worldwide, Candefero is our research base. Partner interviews, polls and surveys allow us to get immediate feedback for clients

[www.candefero.com](http://www.candefero.com)



Trends in  
partner and  
market  
performance

Benchmark  
partner  
satisfaction with  
their vendors

Feedback on  
vendor  
announcement  
and program  
changes

Capitalize on  
the shift to  
cloud, managed  
services and  
subscriptions

Understand the  
channel  
opportunity in  
sustainability  
and ESG

Analyze routes  
to market from  
distribution to  
marketplaces to  
direct



Insight. Innovation. Impact.

The written content of this document represents our interpretation and analysis of information generally available to the public or released by responsible individuals in the subject companies but is not guaranteed as to accuracy or completeness. It does not contain information provided to us in confidence by the industry. Market data contained in this document represents Canalys' best estimates based on the information available to it at the time of publication.

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# ONE MINUTE PITCHES

# Bas Peters

Sales & channel development leader



***splashtop***<sup>®</sup>

# Viral Vora

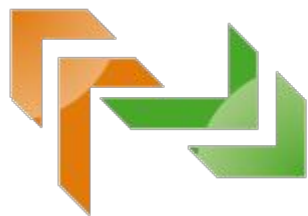
Distribution Manager Hornet Security



# HORNETSECURITY

# Raymond Heijberg

Oprichter NSO & Applicationlink



# ApplicationLink

# Victor Raessen

Oprichter eigenaar Salesbuildr



# Jan van Dijk

Director Product & Marketing EMEA



SCALE  
C O M P U T I N G



**BREAK. DRINKS. DEMO**

# **INTRODUCTIE ESET**

# Managing Expectations vs Meeting Expectations



Digital Security  
Progress. Protected.

2022

# SECURITY?

Dat doet mijn IT leverancier.







THE DARK KNIGHT





2022

ESET Mkb Digital Security Sentiment Report

# **CYBERRISICO'S ZETTEN MKB-BEDRIJVEN AAN TOT IMPLEMENTATIE VAN ENTERPRISE-OPLOSSINGEN**



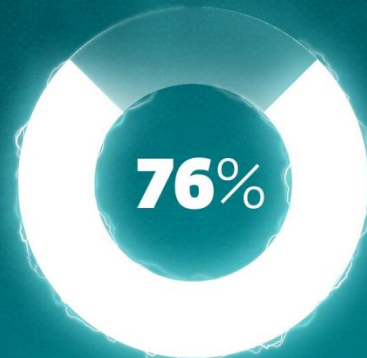
Digital Security  
Progress. Protected.



# HET MKB IS DE RUGGENGRAAT VAN DE WERELDECONOMIE



**van alle bedrijven** in Europa  
en Noord-Amerika zijn mkb-bedrijven



van het mkb gelooft in de **technologische  
voortgang die hun groei mogelijk maakt**



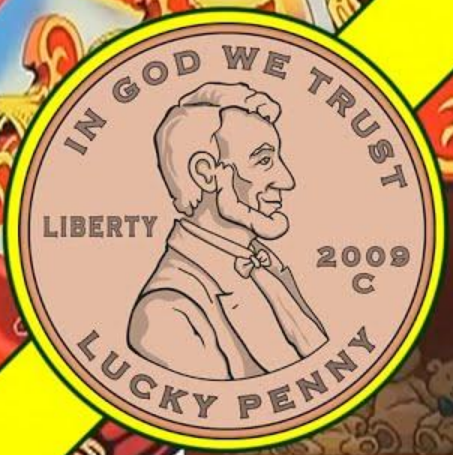
# **KLEINE EN MIDDELGROTE ONDERNEMINGEN VOELEN ZICH OOK KWETSBAARDER DAN ENTERPRISE-ORGANISATIES...**

En als van alle bedrijven het mkb van mening is dat het door zijn omvang kwetsbaarder is voor cyberaanvallen dan enterprise-organisaties, dan betekent dit dat zij het piepende wiel van het cyberrisico harder horen.

**72% van de mkb'ers gelooft dat bedrijven van hun omvang kwetsbaarder zijn voor cyberaanvallen dan enterprise-organisaties.**



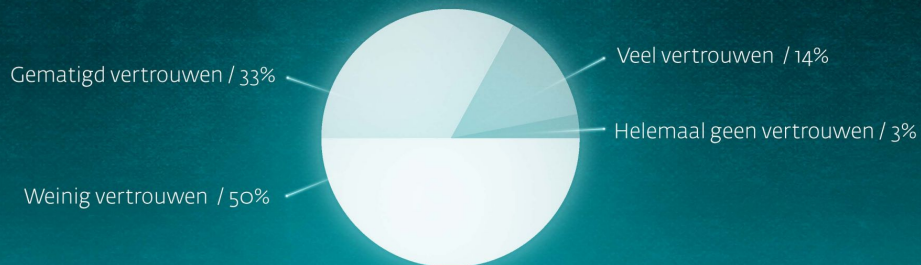




**Aim!**

# 86%

## heeft niet veel vertrouwen in hun cyberweerbaarheid



## Implementatie van EDR/XDR/MDR oplossingen

**40%**  
Plannen voor starten met EDR/XDR/MDR-oplossingen in de komende 12 maanden

**29%**  
Gebruikt momenteel al EDR/XDR of MDR

**22%**  
Weet niet genoeg omtrent EDR/XDR/MDR om het te overwegen



Digital Security  
Progress. Protected.





”

Bij ESET geloven we dat het **hoogste niveau van beveiliging** alleen kan worden bereikt door een combinatie van **robuuste technologie** en **menselijke expertise**.



Digital Security  
Progress. Protected.

# Managed Detection and Response – MDR

## Security Monitoring

- 24x7 Beveiligingsmonitoring van ESET PROTECT XDR Platform
- Continu hardening & tuning door ESET security specialisten
- Maandelijks rapportage & kwartaalbesprekingen

## First response bij security incidenten

- Dedicated ESET Threat analisten
- Direct contact & alerts richting het IT team
- Meteen te implementeren adviezen & incident rapportages



# MANAGED DETECTION & RESPONSE for partners

## PROBLEM:



LACK OF INTERNAL  
SECURITY TEAM



SLOW TIME TO MARKET  
FOR SECURITY SERVICES



MISSSED MARKET  
OPPORTUNITY



CUSTOMERS FAIL TO  
IMPROVE SECURITY  
POSTURE



Digital Security  
Progress. Protected.

MANAGED  
DETECTION &  
RESPONSE  
for Partners

## SOLUTION:

EXPERT SECURITY  
TEAM WITHOUT  
INVESTMENTS



INSTANT GO TO  
MARKET



MORE SALES THROUGH  
SERVICE OUTCOME



CONTINUOUS SECURITY  
IMPROVEMENT, LESS  
DOWNTIME



# MANAGED DETECTION & RESPONSE for partners



The entire MSP  
Ecosystem is designed  
around you





# ESET PLUGS IN TO YOUR RMM ENVIRONMENT

Integration with leading RMMs

The N-ABLE logo is displayed within a light blue cloud shape. It features a white stylized 'N' with a plus sign inside the top bar, followed by the text 'N-ABLE' in a bold, white, sans-serif font.

**N-ABLE**

The Kaseya logo is displayed within a medium blue cloud shape. It features a white icon of a stylized 'K' or a folded flag, followed by the text 'Kaseya' in a white, sans-serif font.

**Kaseya**

The ninjaOne logo is displayed within a dark blue cloud shape. The text 'ninjaOne' is written in a white, lowercase, sans-serif font, with 'ninja' in a slightly larger weight than 'One'.

**ninjaOne**

The datto | RMM logo is displayed within a dark teal cloud shape. The word 'datto' is in a white, lowercase, sans-serif font, followed by a vertical bar and the text 'RMM' in a smaller, uppercase, sans-serif font.

**datto | RMM**

The ConnectWise logo is displayed within a light blue cloud shape. It features a white icon of a stylized 'C' or a folded flag, followed by the text 'ConnectWise' in a white, sans-serif font.

**ConnectWise**

# Let's have a chat!

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- 01. Vragen?
- 02. Ontvang het ESET MKB Digital Security Sentiment Report 2022
- 03. Kom naar de ESET booth en vraag naar de MSP Healthcheck
- 04. Contactgegevens:  
[michael.vandervaat@eset.nl](mailto:michael.vandervaat@eset.nl)

# **INTRODUCTIE ACRONIS**

## Van integreren komt automatiseren

Van aanbod tot de factuur  
.. en alles ertussen ..

Rick Hebly | Director of Product Management, Platform Integrations  
2 December 2022, Maarssen

# Unified Platform



**Backup**



**Security**



**Disaster Recovery**



**Management**



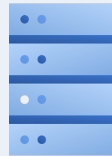
**Automation**



**Platform**



**Storage**



**Datacenters**



**Compute**

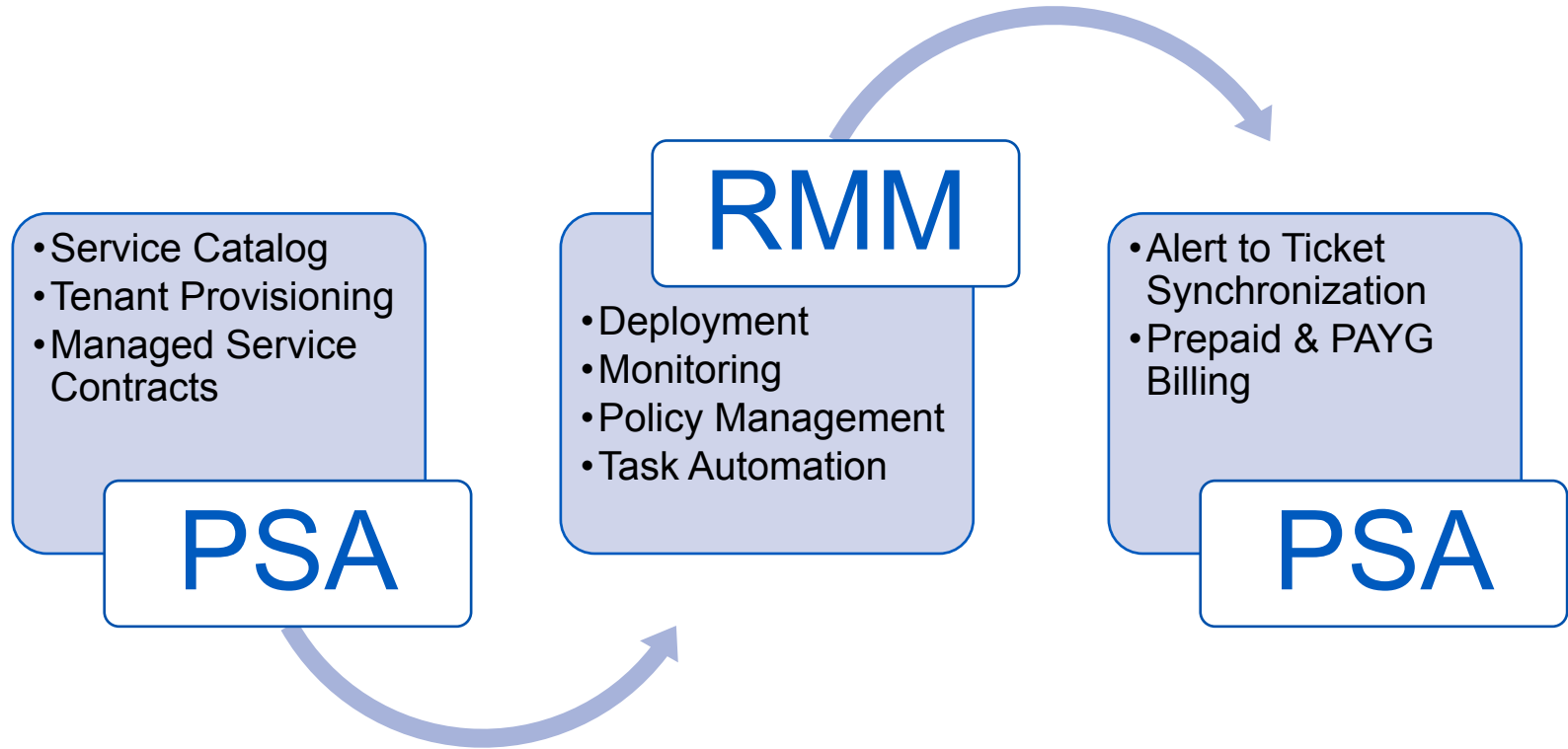


**Network**

# 80+ MSP Tooling Integrations



# Operations Process Automation



<https://solutions.acronis.com>





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#CyberFit

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**BREAK. DRINKS. DEMO**

# **INTRODUCTIE AUGMENTT**



# Helping Clients Manage and Secure Hybrid IT

Gavin Garbutt, Co-Founder & Chairman  
[Gavin.Garbutt@augmentt.com](mailto:Gavin.Garbutt@augmentt.com)

December 1<sup>st</sup>, 2022



portland<sup>®</sup>



**Gavin Garbutt**

Co-founder & former CEO of N-able,  
The 1<sup>st</sup> RMM for MSPs

Co-founder & Chairman of Augmentt,  
The 1st RMM for SaaS & M365 Security  
and Management for MSPs

Augmentt's Mission is to enable MSPs to  
manage & secure cloud services

1.5M licenses sold. 1,200% Growth in 2022



# Agenda

- Adapting to the Adoption of Cloud
- Current Challenges of Managing M365 and SaaS
- How to Grow & Scale Your M365 & SaaS Security Services

# Hybrid SaaS Adoption Curve

- Cloud Services/SaaS is the largest and fastest-growing segment of IT *Gartner*
- SMBs view Cloud Services that support Hybrid work as their #1 priority *eChannel*
- Data theft increased 88% last year *The Dutch Data Protection Authority*
- MSPs should help clients “Proactively” manage & secure M365 & SaaS
- MSPs need multi-tenant tools to monitor, manage & secure M365 & SaaS
- Technology Service Providers that fail to adapt to the pace of cloud shift, face an increased risk of becoming obsolete *Gartner*

# How Strong Are Your Clients M365 Security Policies?

- 89% of M365 accounts do not have MFA enabled

*Alex Weinert*

- Over 1.2M Microsoft accounts are breached every month

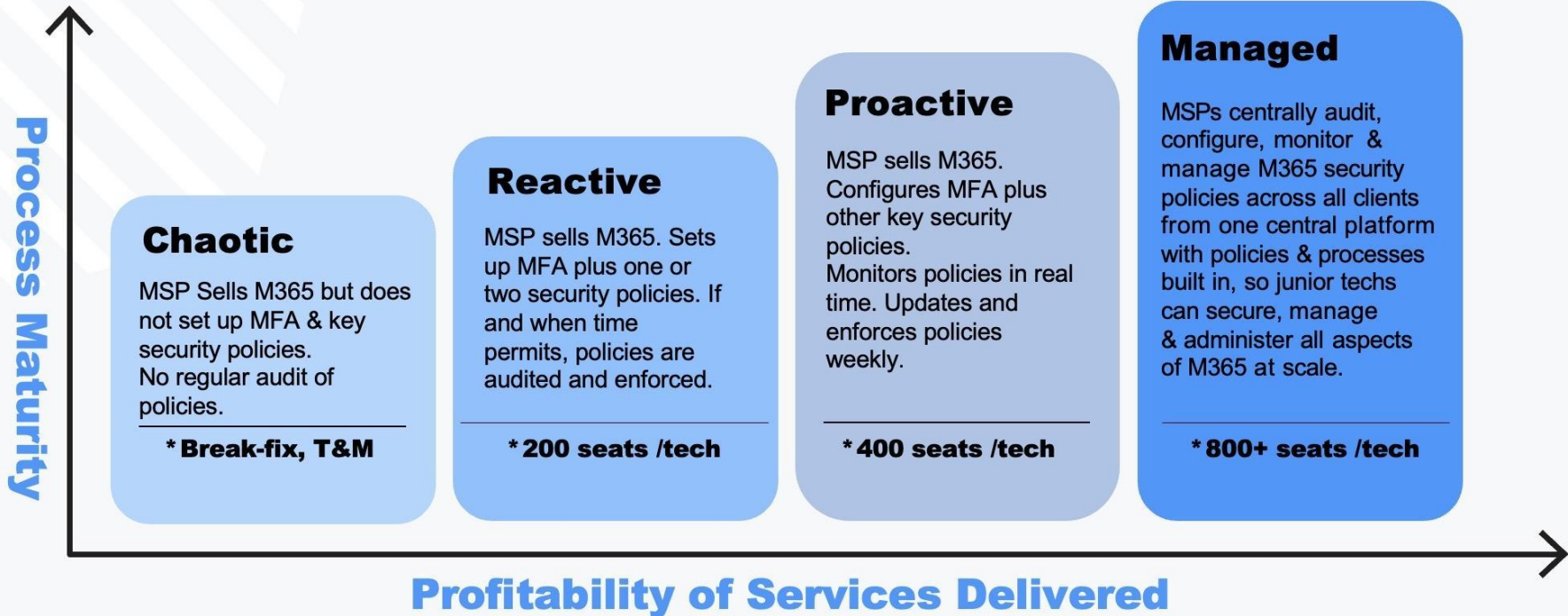
*Microsoft*

- 99% of these breaches would not happen if MFA was enabled

*Microsoft*



# Rate Your M365 Security Practice



## ■ Opportunity: SaaS & Shadow IT

If you asked your clients today ...

1. How many desktop and SaaS applications are used in your organization?
2. Are these apps secure and compliant?
3. Do you have duplicate apps, unused or under used licenses?

Could they give you an accurate answer?

Should MSPs audit and monitor to answer these questions?



# Four Key Things 90% Of MSPs Want

1. To Grow Managed & Security Services Revenue
2. Make Their Sales Process Easier For New Customer Acquisition
3. Drive Down The Cost of Delivering Services
4. To Be The Trusted IT Advisor

# Key Multi-tenant Tools To Manage & Secure Hybrid IT

- ❑ RMM to audit, monitor, manage & secure the **Network** ✓
- ❑ RMM to audit, monitor & manage M365 Security Policies (MFA...) ✗
- ❑ Centralize and simplify M365 administration tasks such as On-boarding, Off-boarding, MFA, Password reset..... ✗
- ❑ RMM to audit, monitor, manage & secure the SaaS app usage ✗

# 5 Steps to Grow & Scale Your M365 & SaaS Security Services

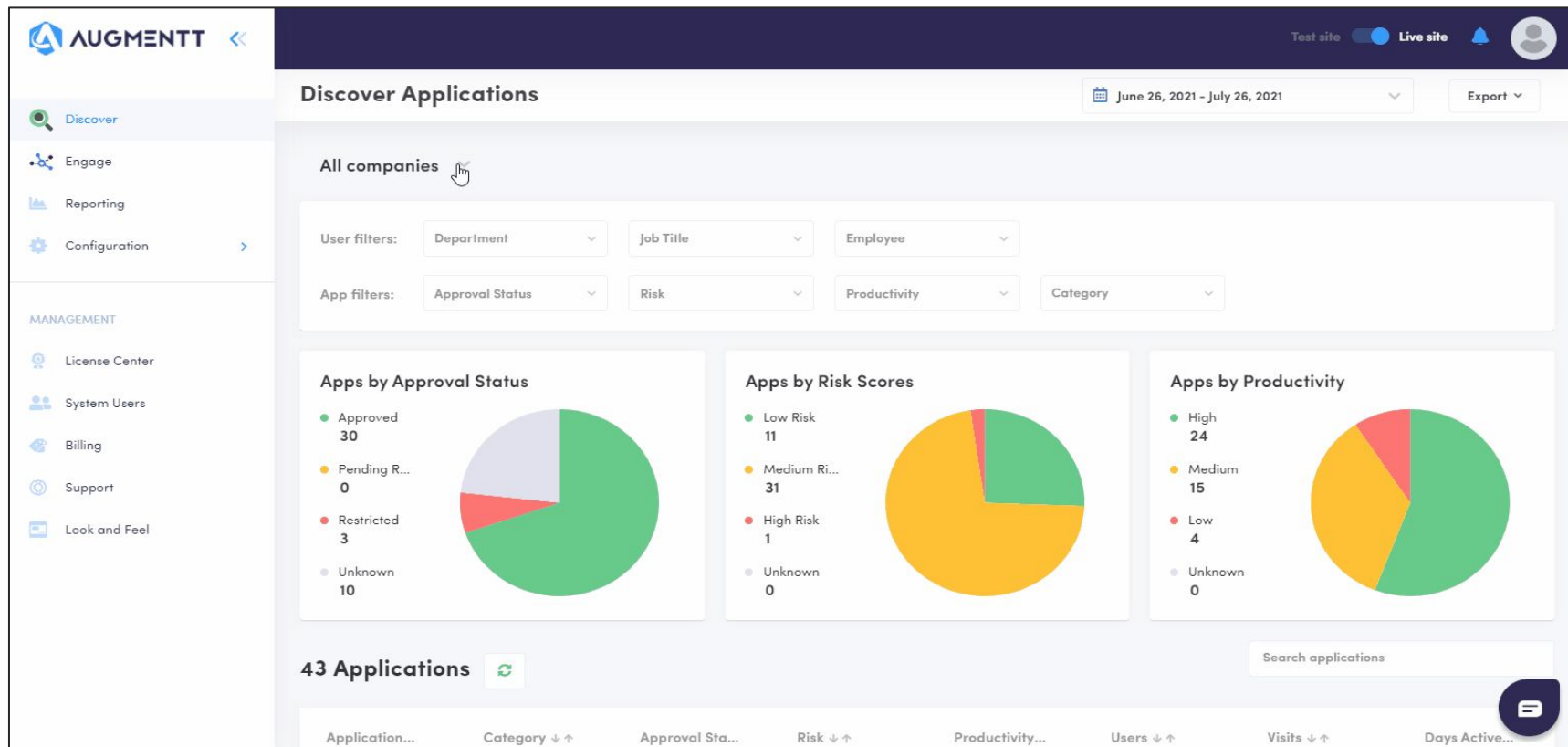
- #1: Get your team on board
- #2: Get a multi-tenant RMM tool for M365 & SaaS Security and Management
- #3a: Audit & report on each clients M365 security policies & current threats
- #3b: Sell “M365 Security Package”: Configure, Monitor & Remediate key policies
- #4: Simplify & automate M365 security and admin tasks = 2-4 X L1 techs capacity
- #5a: Audit & report on each client’s SaaS app usage
- #5b: Sell “SaaS Security Reporting”: Monitor & report all SaaS app usage for Shadow IT, compliance, SaaS cost optimization & employee productivity

Audits and ongoing reporting = High-profit security projects

“M365 Security Package” and “SaaS Security Reporting” = High-profit security MRR

# How To Go from Reactive > Proactive > Managed SaaS Security Services

Leverage an RMM for SaaS Security & SaaS Management to scale your people and processes







## Portland

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- Free access to Augmentt Academy

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**portland<sup>®</sup>**

■ Are you ready to Grow  
and Scale Your Hybrid  
Managed Security  
Services?

Thank You

[gavin.garbutt@augmentt.com](mailto:gavin.garbutt@augmentt.com)

[www.augmentt.com](http://www.augmentt.com)



# **INTRODUCTIE CONNECTWISE**



# The Future is Hybrid

Presented by Shaun Riches



CONNECTWISE™

# Presented by

Shaun Riches

## Sales Engineer, UMM

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### Fun Fact

I'm stuck in the 80's for my music tastes.

### Expertise

- 16 Years MSP Experience
- 30 year IT Industry knowledge
- Director of IT (Corporate)
- Trusted Advisor
- One of the first Continuum partners in the UK using NOC and Helpdesk Expert Services

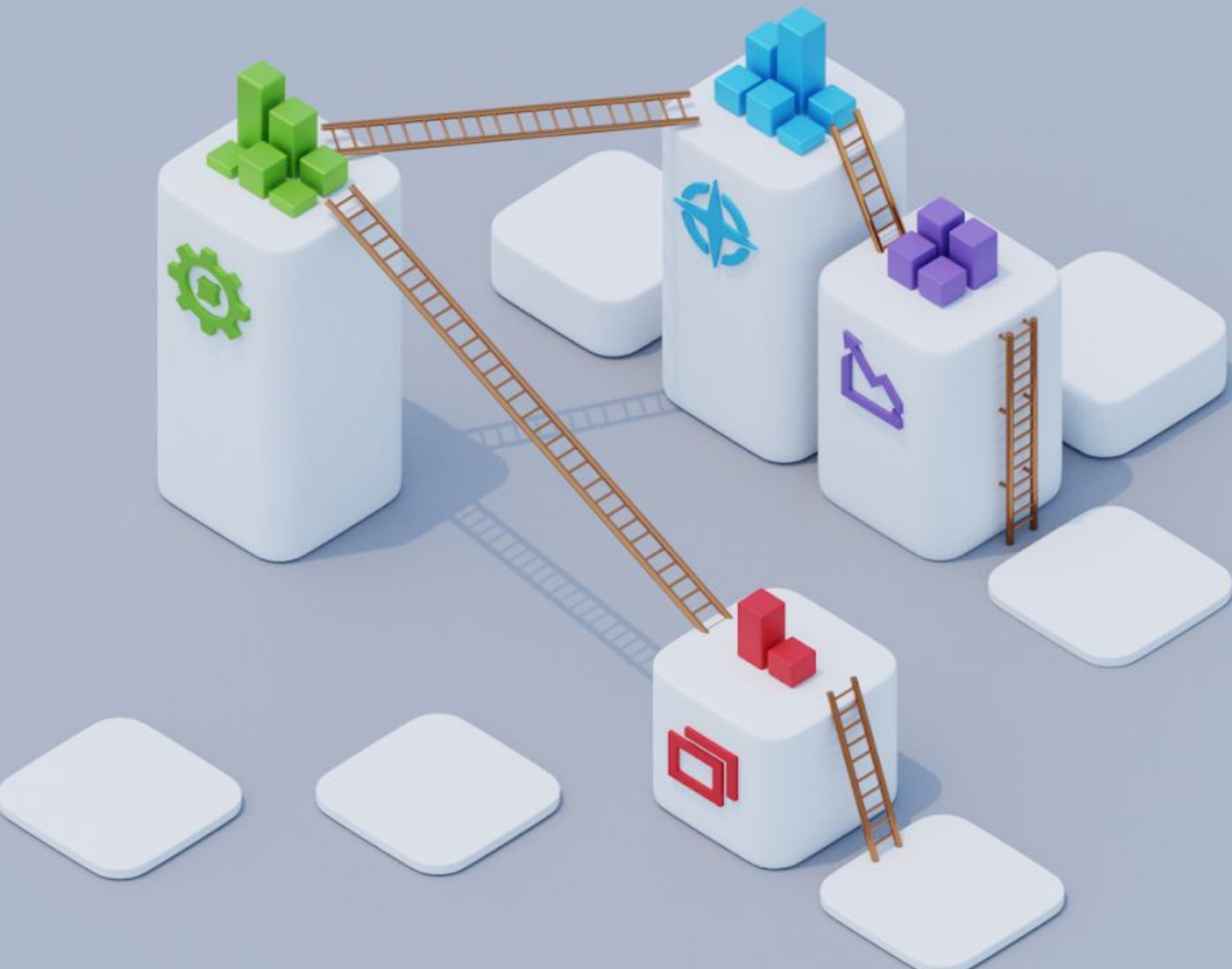
### ConnectWise Experience

- Implemented Manage
- Implemented Command and Expert Services
- Implemented Recover BDR
- Joined Connectwise Nov 2021
- CW-RMM Sales Engineer
- Work closely with the Product Teams on UMM
- Expert Services Evangelist
- Recover SaaS and Recover BDR



- Integration the Future
- Current why integrations work
- Future state of integrationing
- Current Integrations
- Top 5





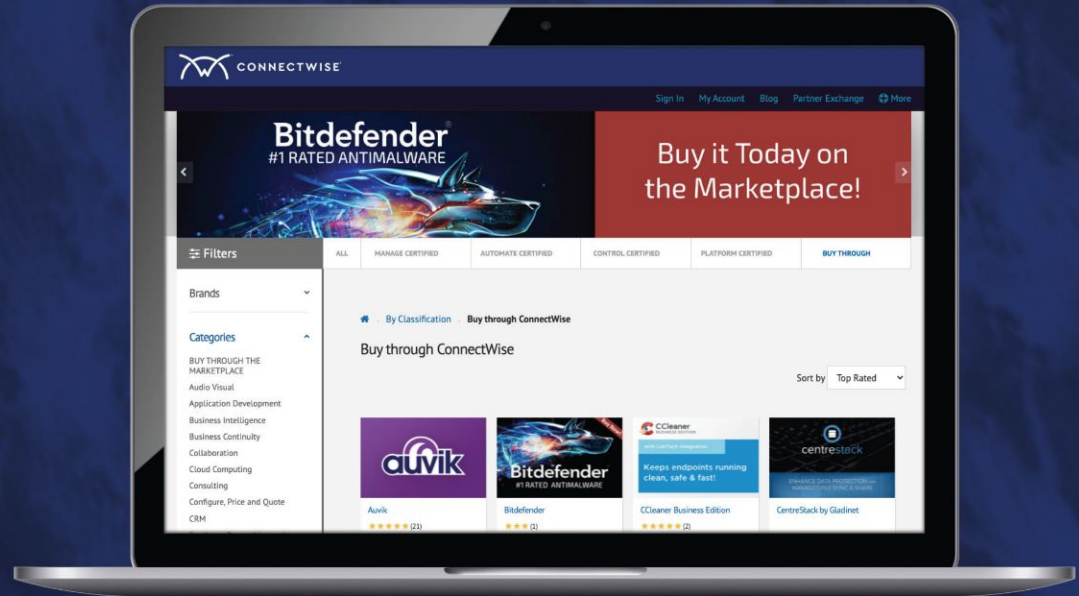
Move information  
around by APIs from  
product to product



## Categories

- + Audio Visual
- + Application Development
- + Business Intelligence
- + Business Continuity
- + Collaboration
- + Cloud Computing
- + Consulting
- + Configure, Price and Quote
- + CRM
- + Employee Recognition
- + Human Resources
- + Finance
- + IT Management
- + Network Infrastructure
- + Onsite Computing
- + Operations
- + Sales and Marketing
- + Cybersecurity

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all built with you in mind.



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- BrightGauge
- Acronis
- Bitdefender
- Veeam
- Webroot
- Auvik
- ESET





# Speaker Intro

## Glen Brown (de Bruin)

Regional Sales Manager – Northern Europe

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Fun fact:

- One of the most fluent Dutch speaking English people
- 8 years of experience working with MSP in the Benelux
- Extensive knowledge of workflow management, automation and business operational efficiencies
- Trusted industry expert
- One of the first Autotask employees in the UK working across Northern Europe
- Helped deliver digital transformation across 200+ MSP's the Benelux



*Tijd voor netwerken en herfst buffet*

# THANKS FOR COMING

*Speak soon!*

