Liquid Web™

Ready, Set, Grow:

How You Can Use the Explosive Demand for Cloud
IT Services to Futureproof Your MSP Business

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For the last two decades, businesses have looked to MSPs to support their technology development as well as end-user and infrastructure needs. Today's seismic shift to the cloud by businesses of all sizes across all industries has left MSPs at a crossroads – better position themselves to help lead this digital revolution or be left behind.

Cloud computing can deliver tremendous growth for your MSP business, but it requires a change in how you position your service, think about how you work with your clients, and partner with a cloud hosting provider to realize the biggest benefits from this cloud transformation.

Cloud Benefits for End-User Businesses

CIOs and business owners alike are evaluating how the cloud can provide not only innovative and highly useful IT resources today but also lay the foundation for future growth. Driving efficiencies, eliminating waste, controlling expenses, and maintaining always-on availability are core to their needs.

These eight cloud computing benefits are central to the needs of today's business and IT leaders.

On-demand Provisioning

Computing services are allocated to individual businesses when they are needed and in the combination that is required. Software and network resources can be customized to a business' needs at a specific point in time and easily changed as the business' needs or objectives change. This ability to quickly and easily spin-up technology resources in the cloud, test, fail, and iterate again, provides a competitive advantage for the business and an opportunity for an MSP to be part of their clients' development cycle.

Guaranteed quality/SLA

A cloud Service-Level Agreement (SLA) provides a guaranteed level of quality a business can expect to receive for service availability, reliability, and responsiveness and imposes financial penalties on the cloud provider if the high levels of service are not met.

Scalability

The ability to quickly and easily increase or decrease IT resources as business needs change is one of the key benefits of a cloud implementation. This can be done in near real-time, so there is no need for a large cash outlay for hardware and software in anticipation of future usage and no need to pay for technology that is no longer needed.

Cost Savings

Cloud computing has brought scalability, accessibility, mobility, security, and other benefits of enterprise computing to businesses of all sizes in the most cost-effective way. The pay-as-you-go model eliminates the need for expensive on-premise server hardware and software, an in-house server room or data center, and redundant infrastructure resources, as well as decreased spending on operational costs, maintenance, personnel, storage, and security expenses.

Reliability

Cloud-based and cloud-hosted environments managed by a cloud provider deliver better uptime reliability than could be achieved on-premise due to the volume of available servers, multiple network connections, and redundant infrastructure resources. Any impact from hardware failure is eliminated due to failover capabilities from one server to another. Multiple network connections ensure traffic is rerouted across less heavily traveled networks where it can also be more easily secured. Redundant infrastructure resources, including power, cooling, cabling, and fire suppression, ensure that 100% uptime availability is the norm rather than an exception.

Predictability

Since cloud customers are billed based on actual usage, a business can much more accurately anticipate how much their costs will be over time and budget for it. Just-in-time delivery also enables services to be quickly spun up to handle temporary increases in demand and reduced or eliminated when the demand has passed.

Mobility and Collaboration

If we have learned anything from attempting to lead a business-as-usual life in the face of a pandemic, it is that mobility and collaboration are not nice-to-have capabilities but must-have resources that we use every day. Employees traveling to customer locations, in remote offices, or working from home, can access company data on demand and collaborate on files with colleagues in real-time. The anywhere, anytime ability that cloud computing provides enables employees across the organization to work on their terms – where, when, and how they want – resulting in increased efficiency and effectiveness.

Security and Compliance

Security is not an afterthought in the cloud. The multi-layered approach to a cloud-based data protection environment is actually more secure than any business would be able to build on their own. Multi-factor authentication, network isolation, encryption, data privacy, threat detection and remediation, and certified infrastructure compliance enable businesses to take advantage of cloud services while also reducing security and compliance costs.

Understanding the Cloud Opportunity for MSPs

The global cloud computing market is expected to grow from $371.4 billion in 2020 to $832.1 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 17.5%.[1]

Although the desire for enterprise resources across all businesses continues to grow, the appeal of owning, maintaining, and paying for an in-house data center or server room is disappearing. Why?

- Businesses want to break free of their own data center or internal server room, but like the "security" they feel in a private environment.

- CIOs want the flexibility and quick scalability of compute resources as well as power, storage availability, and network connectivity, without any of the maintenance headaches, additional personnel requirements, and unanticipated hardware and resource expenses.

- The need to access and analyze large amounts of data on-demand is growing daily.

- Business continuity and data protection are top priorities across all businesses.

- Increased mobility and the ability to be productive from anywhere at any time are causing employees to want to work on their terms – when, where, and how they want.

- Businesses that already use outsourced IT services like help desk support want to work with one provider for all their IT needs vs. multiple providers.

- Agility and the ability to pivot quickly are important business goals on which IT must play an important role. It is no longer enough to simply keep up with competitors; you must stay ahead of them.

- Aligning IT utilization with immediate or short-term needs ensures an organization does not waste money unnecessarily. No long-term planning or financial outlay is required for IT resources that may go unused.

- Most businesses that must follow compliance requirements are unable to maintain, monitor, and secure their data and their infrastructure on their own. They need an MSP to support them.

- Businesses with complex IT environments, IoT scaling requirements, or rapid data analysis needs have scalability and high availability needs which can most likely not be realized in-house.

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1 "Cloud Computing Industry to Grow from $371.4 Billion in 2020 to $832.1 Billion by 2025, at a CAGR of 17.5%." ResearchAndMarkets.com.

Benefits of Adding Managed Cloud Services to Your MSP Offering

Adding hosted cloud services to your MSP portfolio enables you to transition from simply being your client's trusted IT partner to becoming your client's trusted business partner. It enables you to:

Solidify Your Relationship with Your Clients.

Helping clients meet their business needs rather than just meeting their IT needs makes you a trusted advisor and establishes a longer-term relationship between both companies.

Generate Monthly Recurring Revenue.

Cloud development, deployment, and ongoing management provide a consistent revenue stream per client, unlike individual break/fix work or stand-alone projects.

Increase Revenue Streams from Existing Clients.

Not only are you able to increase your revenue per client, but the more services you can provide to an individual client, the more likely they are to remain your client for a longer period of time.

Command Higher Prices with Value-Added Services.

Adding value to your technology offering with managed cloud services results in a higher margin per service than you could achieve from commoditized products or one-off IT projects.

Target Businesses of All Sizes, Across All Industries Who Understand Cloud Value.

Managed cloud opportunities grow daily among small and mid-size businesses as well as large enterprises. Tech-savvy employees are leaving larger organizations to start their own small businesses and want to have an immediate leg up. Mid-size businesses are looking for ways to cut costs, be more efficient, and differentiate themselves to stay ahead of their competition. Large enterprises do not have the time or resources to be cloud specialists and want to offload some IT tasks, so they have time to work on other more strategic projects.

Cloud Services MSPs Can Focus On

High margin cloud services fast-growing MSPs frequently implement are:

Cloud Assessments, Cloud Preparedness, and Mapping Strategy.
While IT stakeholders understand the value the cloud could provide to their business, most are unable to develop and implement an effective, efficient, and agile cloud strategy on their own. As your client's trusted advisor, you can evaluate their business and IT goals, environment, and infrastructure and provide expert guidance with a suitable roadmap to optimize their current workloads and lay the groundwork for future growth.

Cloud Migration.

A key component of cloud implementation that stops many businesses in their tracks is migration. Downtime is not an option for their employees or customers. Your ability to deliver a zero-downtime migration on a production server with live users will demonstrate your capability, solidify your high level of overall expertise in the eyes of your client, and result in additional service requests beyond the current cloud implementation.

Operations Management.

Cloud operations management is a service that can be provided to companies of all sizes. Small businesses do not have the in-house human resources to manage their cloud operations independently, and the IT professionals at large enterprises do not have the time to manage their cloud operations. Both groups will look to you to provide ongoing operations management. Cloud updates, patches, backups, disaster recovery, account management, and automation are elements of a managed service that you are already familiar with as an MSP. Adding them to your suite of traditional MSP services should be straightforward.

Backup and Disaster Recovery.

No matter the cloud environment – public, private, or hybrid – clients want to be certain that their data is backed up, easily accessible when needed, and quickly retrievable in the event of a disaster. Your ability to secure client data, protect mission-critical applications, develop a disaster recovery plan, and ensure business continuity will go a long way in establishing the trust needed to take on additional IT responsibilities.
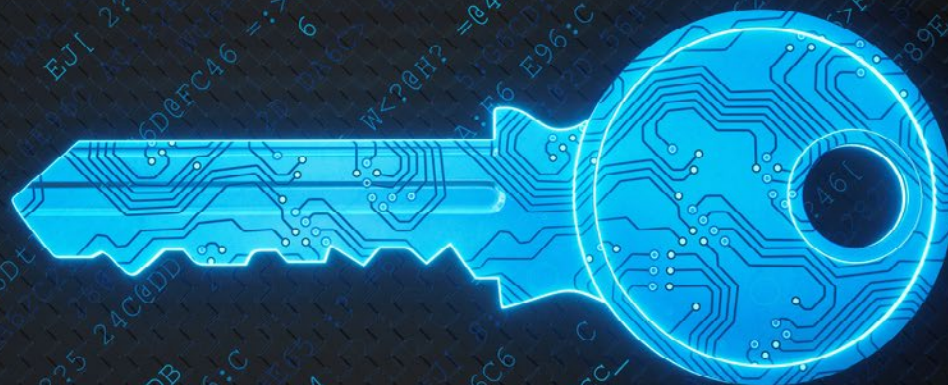
Compliance.

Meeting compliance requirements is significantly more complicated than simply checking off boxes on a To-Do list. That's why it is rare for a business to be able to meet compliance requirements on its own. Helping your clients meet compliance demands demonstrates that you possess a level of IT sophistication, expertise, and advanced infrastructure controls, which sets your organization apart and provides a competitive advantage over other MSPs.

Security and Access Management.

Access management is an extension of a cloud service offering where you secure and manage user access to individual resources. This includes adding and deleting users, filtering users, setting policies, and establishing authentication controls. Ensuring the right users have the proper access to the correct data, applications, and other resources is a natural addition to any cloud implementation.

Ongoing Monitoring.

Ongoing monitoring is another element of managed services in which you, as an MSP, are already an expert. The only difference is that you are utilizing different tools to monitor your client's cloud environment. The challenges of network monitoring, system performance, security, resource consumption, and reporting remain the same, so ongoing cloud monitoring can be easily added to your suite of managed services.

The MSP / Liquid Web Private Cloud Partnership

Just as your clients need you to provide them with the expertise and resources for their business to realize all the benefits of the cloud, you need a partner with a well-established, highly available, and highly secure cloud hosting infrastructure with whom you can feel confident.

At Liquid Web, we help MSPs by providing fully managed cloud solutions, taking the burden of server management from your team so they can focus on what they do best.

- **100% Uptime SLA:** You are protected by the Liquid Web 100% network and power uptime guarantees, which are backed by 1,000% compensation for downtime.

- **No System Administrators or Engineers Needed:** We like to think of ourselves as an extension of your team. There is no need for you to hire an additional team of system administrators or engineers. Our sysadmins and engineers are here for you.

- **A One-Stop-Shop for Private Cloud Services:** From premium performance and a highly customizable single-tenant environment to fully managed hardware and secure backups, Liquid Web is a one-stop-shop for complete private cloud services.

- **Simple and Straightforward Cloud Implementation Using the Latest Technology.** Our cloud infrastructure is always available to you to deploy your client's solution. There's no need to build, manage, or maintain the infrastructure. We do it for you. Regular upgrades and maintenance also ensure you're using the latest technology.

- **Infrastructure Security Measures are Always Up to Date.** Our network and servers are protected by a multi-level DDoS attack prevention system, ensuring your clients are always secure and online.

- **Redundant Systems to Support Your Hosting Infrastructure.** Everything from the design and security of our privately owned and operated data center buildings to our network, power, and cooling infrastructure was carefully planned with full redundancy at its core.

- **Start Selling Today.** There's no need to incur Capex costs on hardware or incur delays waiting for your cloud infrastructure to be completed. Liquid Web's hosted private cloud enables you to start selling today.

- **Add Up-Stack Services to Your Portfolio.** Differentiate your business and increase client stickiness with the addition of up-stack services like mobile development and application integration to your MSP portfolio. Liquid Web software, hardware, and infrastructure resources enable you to automate, streamline, and innovate a technology stack that delivers tangible business outcomes for your clients.

- **Optimize resources, reconfigure, or scale clients on the fly.** Liquid Web Private Cloud adds the benefits of a traditional public cloud to the power, performance, and security of an isolated infrastructure on dedicated hardware.

Taking the Next Step

While the cloud provides MSPs with a new and powerful growth opportunity, implementation and management can be a laborious task. Server installation, upgrades and patches, and the need for continuous security enhancements take time to implement and require additional staff to maintain.

The ability to partner with a cloud provider like Liquid Web ensures that the time-consuming responsibilities of always-on hardware and network availability, around-the-clock support, and issue resolution are not on your shoulders but on ours. We do the heavy lifting, so you have the time to focus on delivering custom cloud solutions that meet your clients' specific needs.

Your ability to offer enhanced solutions around data storage, business continuity, migration support, and user training will enable you to establish a strategic position within your clients' organizations, helping to drive enhanced productivity, efficiency, and long-term growth. Your current IT team can transition from traditional server installation and maintenance and leverage their expertise to deploy new virtual solutions in the cloud.

This partnership provides you with an opportunity to grow your organization without implementation delays or the need to hire additional staff, expand into new facilities or geographies, or manage additional infrastructure resources.

Partner with Liquid Web

With over 22 years in hosting, Liquid Web can provide you with the tools, resources, and team members you need to close the sale and service your clients.

We are #1 in the industry for customer loyalty, service over 45,000 clients in 150 countries, have 500,000+ sites under management, employ 500+ on-site hosting professionals, maintain 10 global data centers, and are ranked #1 for dedicated servers.

Liquid Web™
POWERING YOUR BUSINESS POTENTIAL

Build custom cloud solutions on top of the Liquid Web infrastructure.

Our cloud hosting advisors are available to chat with you now.

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