

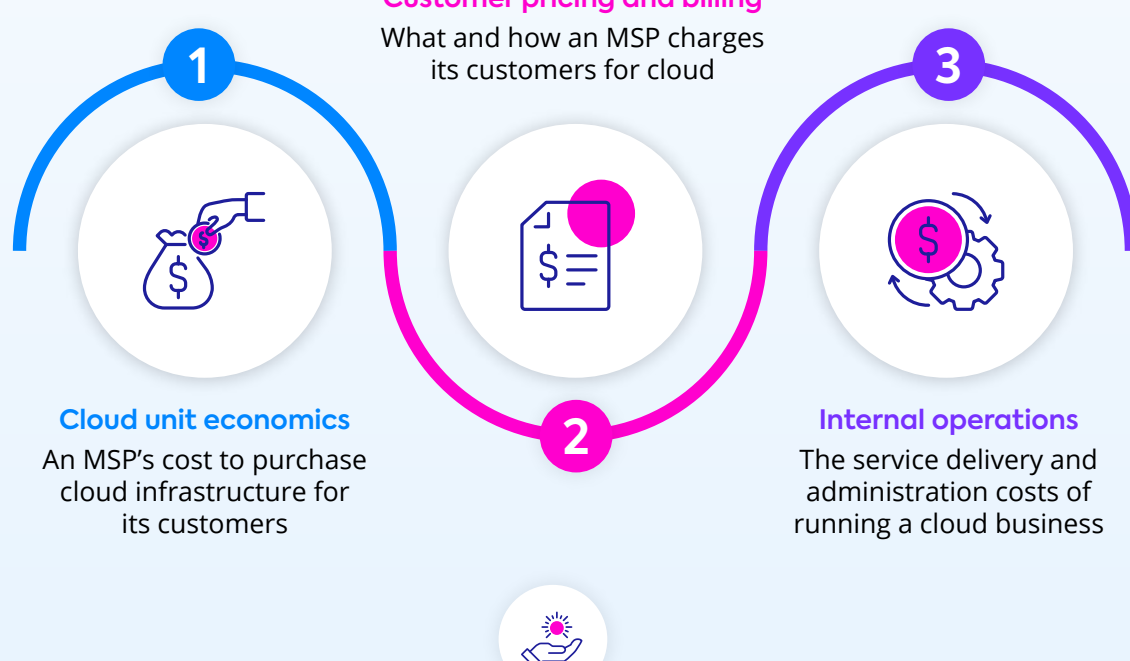
How to be an optimized cloud MSP

Three simple steps to a margin-rich cloud business

Discover how to power profitable cloud services

If you're a managed service provider (MSP), you know that to attract and retain customers in a crowded cloud marketplace, you must deliver cloud management and optimization services that stand out. But building a differentiated-yet still profitable-business isn't without significant challenges.

To help MSPs discover how to power a profitable cloud, we've broken down the path to optimizing cloud services profitability across three key drivers:



Let's review how automation and standardized service delivery lead to more efficient and effective delivery of support for your customers each day.

Internal operations

Missing out on high-margin opportunities



The multicloud world is good for business. But the process of gathering information on a cloud-by-cloud, month-by-month basis is cumbersome. Managing and calculating all this data manually is interfering with our ability to focus on high-margin or upsell opportunity tasks.



12%

Only 12% of enterprises have reaped the full potential of what their MSP has to offer.¹

Solution

Managing data in native cloud environments is an inherently disjointed and data-siloed process. Going in and out of various programs, manually calculating and adding values to reports, getting information into a single format – it's all very time-consuming and limits focus on other profit-enhancing opportunities.

With the right cloud management platform, you can use automated solutions to:

- ✔ Import your multicloud data into a single view to access account information, gain critical insights, and avoid unnecessarily duplicating work when it comes to billing and reporting
- ✔ Set preconfigured rules for who's getting charged what without having to do manual calculations every month as cloud costs change
- ✔ Eliminate tedious, time-consuming tasks created by policies and customer-specific requirements – billing, invoicing, etc.

Working around the workarounds of fragmented tooling



It's hard for me to train new staff – much less streamline training – when my existing team needs workarounds for fragmented tooling. The processes aren't repeatable or scalable. They aren't standardizable. And I don't want a situation where a single person holds all the relevant knowledge.



53%

53% of enterprises look to MSPs to increase the productivity of their IT team.²

Solution

Part of increasing efficiency at scale means not having to build and report from scratch for every client each month. Adopting a single approach for uncovering your cloud costs, security, and resources will ensure that your service quality is consistent for all clients. This unified approach also streamlines the training process.

With the right solution in place, you get the benefits of having all your data and information in a single place, so you can:

- ✔ Enable your entire team to work from the same platform, standardizing processes to that technology
- ✔ Build scalable and repeatable processes that can be documented for standardized usage
- ✔ Improve service delivery consistency for greater customer satisfaction

When your profitability becomes too unpredictable



My data isn't telling me what I need to know. What drivers are affecting my profitability? What do the short- and long-term trends mean for our future? How do I forecast growth and macroeconomic performance? So much of what's unknown also seems inaccessible.



Solution

Multiple factors across your business can affect profitability. Each one must be continually analyzed to know what the near and more distant future holds for your cloud business. Tracking these trends in real time is a start. But to accurately forecast for the future, you need to power your decision-making process with forward-looking capabilities.

With the right cloud management solution, you can look to your data to guide profitability by:

- ✔ Generating profit analysis reports that deliver rapid insight into your data and trends
- ✔ Exporting fully customizable reports to share with your stakeholders, matched to their specific needs
- ✔ Empowering teams to turn recommended changes into operational efficiencies

Learn how CloudCheckr, now part of the Spot by NetApp portfolio, empowers you to take control of your cloud:

- >> [See how to come out on top in cloud unit economics](#)
- >> [Discover how to develop an effective pricing and billing strategy](#)
- >> [Read the full white paper and learn how MSPs can own every cloud opportunity](#)

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