

COMPETE WITH THE BIG BOYS YOUR GROWING MSP BUSINESS CAN PUNCH ABOVE ITS WEIGHT



Running a business will always have its ups and downs, but in today's technological age, there is no reason to be limited by your size. No matter how small your MSP business is you can make a big impact and play in the major leagues by integrating these key aspects into their everyday operations:

1. Standardize Supported Technology

Being able to support every single vendor is a dream for any MSP – we don't live in a perfect world unfortunately! The strategy for succeeding today is keeping things at a realistic level and then you can compete in your own niche on your own terms.

2. Everything Needs Documentation

Discovering which technology and vendors will be supported by an MSP is the start. From here on out, everything needs to be documented and processed accordingly. It may just seem like paperwork and time which could be spent elsewhere, but the most

successful MSPs of today promote quality and efficiency through process documentation.

Everything from the client onboarding process to a new hiring and training sessions needs to be adequately documented. Once the core functions are documented, future processing will be quicker and done effectively to maximize MSP resource allocation.

3. Automate and Integrate Systems

Every MSP which hopes on increasing its profitability and business operations needs to have a great PSA tool to handle ticketing and other business needs and strong RMM systems. These RMM systems allow MSPs to monitor and manage client networks at any given time.

Such tools are required at a minimum level for an MSP to really automate and integrate its systems. The more things are automated, the great profitability and higher service quality an MSP is able to provide to its clients.

The goal is to cut down on task duplication and manual data entry. Cloud-based tools and detailed processing allows MSPs to have a wider support range and easier access to necessary information on the spot.

4. Branding as an Investment

To stay relevant in today's competitive industry, it is important to be known and the best way to do that is by investing in branding. An MSP which falls under the lesser known category will most likely not be getting as much business as one with a better recognized brand.

Invest on great logo designs, eye capturing business cards and a value adding website. There's no need to start throwing cash away. Instead, focus on the core branding needs of the MSP and invest wisely to get the most return.

5. Monitor and Document Entire Network

A well-documented and monitored network is one which performs up to standards and keeps a client happy. Those MSPs which make a run for it once an issue arises and have to document the entire network on the spot lose out not only on client trust, but also several man hours which could have been better invested elsewhere.

Experts say that 30 percent of working hours is lost on an annual basis if client networks are not properly documented and monitored from the start. Why? Mainly because during the heat of troubleshooting when a problem arises, technicians will need to create updated topology maps, figure out device configurations and search for what various passwords are. This can seem like a lifetime when the need arises, and a client is on the verge of a breakdown.

Complete and updated documentation beforehand doesn't only save a client from choosing another MSP, but it also saves a ton of money, hundreds of hours saved for every technician and a better reputation which is sure to spread. Add on automating monitoring and management of a network and an MSP has struck gold!

6. Adopt Agile Methodologies

MSPs which have adopted and practice agile methodologies in their everyday operations are proven to be more efficient and get much better results in regard to customer satisfaction. Why? Because they can respond and meet client needs almost instantly along with having an aligned team, set processes and complete transparency.

Some of most popular agile principles to boost customer satisfaction are:

- Bettering communication and openness amongst

the team

- The use of Kanban to display work in progress and show any roadblocks on the way
- Starting off every day with a quick 15-minute meeting to bring everyone up to speed
- Service team planning and ready to work towards implementation of two-week plans

7. Foresight and Proactiveness

With everything else in place, MSPs which are one step ahead of any system failure begin to compete with the big boys. Processes and tools in place to constantly monitor, overlook and have foresight of any problems which may occur and fix them before they have is what makes an MSP great.

Be proactive, actively monitor any potential hurdles or speedbumps and take care of them before they become a problem.

The attractiveness of all these elements is that they can be adapted and integrated by an MSP of any size. There is no minimum requirement of investing money or man power. Instead, changing how the dynamics work is the only step which is required in ensuring success and client satisfaction.

Pioneering Newsbytes

Samsung Galaxy Security Flaw



Millions of Samsung Galaxy S7 smartphones have been discovered to be at risk of being hacked due to a microchip flaw. The 'Meltdown' vulnerability was uncovered by researchers earlier this year, which has led cyber security experts to issue guidelines on the best ways owners of affected computers, smartphones and other smart devices can protect their themselves.

Samsung has released patches to protect Galaxy S7 devices, which users need to install on their smartphones without any delay as hackers may be able to exploit and gain access to private information.

MARKETING TO GENERATION Z

Everything you need to know

It's hard to believe we're almost two-thirds of the way through 2018! Hopefully you're having a successful year and are building successful foundations for future development! One way to ensure such growth is by looking at your marketing strategy and who it is you're targeting. If you're not yet directing your marketing efforts to the next generation of business owners, then you need to ask yourself why? It is these new startups that offer a client base which is expected to reach 40% as early as 2020.

This is Generation Z (Gen-Z). Millennials are a thing of the past – they were born in an era where technology was still in its infant stages and Facebook, Twitter and Instagram were yet to be born. Generation Z is on a whole different level.

Imagine never having been an adult in a world where smartphones, laptops, tablets and frequent social media use did not exist. Generally believed to be born between 1995 and 2012, Generation Z is heading towards adulthood, setting up businesses of their own and creating a new wave of distortion in the world. So, how can MSPs reach out, relate and target Generation Z effectively?



For Generation Z, social media is important. The fact that they have been raised in a society where hours of television, smartphone use and social causes dominated their upbringing can begin to tell us just where we stand and what MSPs need to do.

The ability to relate with Generation Z by being active to communicate on social media is important for MSPs. Social media has become one of the first channels of communication for companies and their consumers because of the ease of access. The newer

generations are not fond of making calls and waiting for a customer service rep to answer. Now, it's all about speed of service. When a message is sent on Facebook, Twitter, Instagram or even on WhatsApp, an answer is expected in two hours or less!

Celebrities are also losing their appeal with this generation too. Generation Z is more interested in hearing from people they observe similarities with. This is why so many new faces have sprung up around social media with a large following, known as 'Influencers'. This market segment can influence a large part of the audience just based on their trust and personal experience.

A shorter attention span also makes it harder to market to such a fast-paced generation. Eight seconds is the new number, compared to the 12 seconds millennials gave to consider something. The world is rapidly changing and MSPs need to keep up if they are hoping to stay ahead of the game.

By keeping the focus on keeping things real, creating lasting connections and ensuring practicality, companies will be able to adjust to a new era of marketing to Generation Z consumers.

Pioneering Newsbytes

Google is watching



Google is notorious for tracking everything a user does. Despite turning off Google's Location History on a smartphone, it has been discovered that all user movement is still being tracked through apps such as Google Maps, weather updates and through the use of internet browsers.

This discovery was made by the Associated Press in a report on how app activity tracks users throughout the day. The only way to really get Google to stop tracking user movement is by getting into the settings of the Google account and turning off "Web and App Activity".

MAKE YOUR WORDS COUNT: PRICELESS PR ADVICE FOR MSPS

September is all about knowing what to say, how to say it and when to say it. This month is important to take some time out and give much needed attention to the sort of public relations (PR) strategy which will dominate the remaining part of the year and into the next.

With only a few months to go in 2018, it's also a great time to see what past strategies have worked and what needs to be changed because in today's business environment, MSPs barely have a chance to make an impression. Make the most of every opportunity!



Giving thought to a strategic PR approach, managing the MSP image and taking care of public perception weighs in heavily on business performance in the long run. Everything is about reputation and how an MSP delivers on its promises. Each client has the opportunity to either become a company mouthpiece for or against the MSP depending on what they hear and how their experience tends to be.

This is why it is just as important to listen to clients and understand their needs as promoting your services and making sales. Something as small as an email can be wrongly perceived if the wording isn't right or the time of day is odd. Simple mistakes can cost thousands of dollars in business for an MSP and public relations is where damage and crises control are managed.

Sending out press releases every now and then is fine to keep the press aware of what's going on. Public relations has a much wider scope than that. Here are some benefits of a PR strategy, which can benefit an MSP more than just getting the name out there.

Gaining visibility along with credibility is where it starts. Any sort of coverage that is given by the media to an MSP gives a sharp increase in both of those domains. This is the same for every blog post about

the MSP, customer reviews and what is being done to give something back to the community.

Through a strong PR approach, MSPs can see themselves become industry leaders. People and potential clients will look to them for answers to their questions and solutions to their problems. Thought leadership is still a very new concept, but it is constantly becoming the reason some MSPs are stronger in the industry than others.

To develop that industry leadership trait, here are some factors to take into consideration to take the right approach:

- Know the audience which is being targeted
- Create focused, strongly written content which is just not available by any other domain expert
- Be selective in choosing which media outlets will be carrying the created content and only choose those which have the most relevant readers

Successful MSPs are perceived to have made it big because of how they show themselves to the world. It is by remaining relevant and sharing those success stories with the local market that gets any business on the map.



www.devs4msps.com
www.pioneeringprogrammers.com



1059 S Sherman Street
#140 Richardson, Texas, TX 75081



info@devs4msps.com



972-895-3100