

The N-able Blueprint Program:

A unique industry-leading support program for developing and implementing a custom go-to-market strategy for profitable new managed services

Proven track record

Validated by over 2,000 global partners N-able's unique, industry leading Blueprint program has a **proven track record** for equipping MSPs and IT Service providers with the market insight, business processes, and selling strategies for confidently going-to-market with profitable managed services in the shortest time possible.

"The expertise we get from N-able's Professional Development Services team is priceless. We get help with every aspect of our business from pricing and ROI to the skill level of our technicians."

- Steve Jaramillo, Founder, Catalyst Computer Technologies

The most comprehensive MSP support program available – fully customized to your needs

The *N-able Blueprint program* includes a powerful mix of **professional development services** and state-of-the-art **online resources** including:

- **A dedicated MSP Partner Development Specialist.** Get expert one-on-one help assessing your opportunities, identifying the best prospects, pricing new managed services, and crafting a competitive go to market strategy.
- **Sales and marketing training:** Personal training (via Go to Meeting) and self-guided web-based tutorials to help you acquire critical new selling skills and craft a custom strategy.
 - » Includes over thirty-five CBT courses and labs on product training, best practice for selling sales and marketing managed services.
- **NEW Digital Binder – pre-packaged marketing materials to start generating new recurring revenue immediately.** The Digital Bundle equips you with proven, pre-packaged, marketing tools. Just insert your logo and contact information and use these proven tools to **sell individual managed product solutions** using an a la carte strategy available exclusively from N-able Technologies. Includes:
 - » Sales scripts, sales presentations, and customizable marketing pieces including collateral, web site templates, case studies, newsletter, presentations, press releases, email teasers and pricing calculators.
- **Knowledge Management Portal**
Get 24/7 access to a comprehensive N-able Resource Center: a searchable, central repository of best practices, collateral, and courses while connecting you to the broader MSP community.

"N-able's business training [Blueprint Program] helped us to better understand the MSP market including how to bring value to the partner and understand how we can work with VARs to make them more efficient."

- Sylvain Cortes, Cerberis

Transform your business with N-able's proven Blueprint Process

- ✓ One-on-one consultation with a dedicated and experienced **Partner Development Specialist**
- ✓ Get access to **advanced analysis and planning techniques**
- ✓ Plan, develop, and implement a **custom sales and marketing plan** that supports your business priorities
- ✓ **Define and competitively price** new managed service offerings
- ✓ **Get sales training and assistance** to ensure a targeted go-to-market implementation strategy
- ✓ Take advantage of state-of-the-art **self-guided web-based sales, marketing, and training tools**
- ✓ **Get ready-to-use customizable marketing collateral** with cold calling scripts, email templates, PowerPoint presentations, promotional flyers, and more

Assess, Plan, and Implement

N-able's Blueprint program provides a structured [three phase](#) process for helping you transform your business or re-tool processes for optimal selling and delivery of managed services.

ASSESS

- Your business readiness to deliver managed services
- Ensure a managed services delivery model that is based on best practices
- Undertake a capabilities assessment and GAP analysis
- Look at your customer base to identify pain points, common trends, and key verticals to target immediately

PLAN

- Develop [repeatable processes](#) for ensuring optimal business efficiency – stop reinventing the wheel!
- Identify specific managed services offerings you can start delivering now that are aligned with the needs of your market
- Pricing and costing models for each of your new managed service solutions based on real cost of delivery
- Craft a customized strategy for moving customers to a managed services model – the N-able a la carte model is a perfect way to let customers test the waters

IMPLEMENT

- Learn how to [utilize powerful solution selling techniques](#) – we provide you with comprehensive training and self-guided tutorials based on the experiences of over 2,000 MSPs
- Develop structured lead generating campaigns that nail every detail from initial email blast to sale
- [Accelerate time to market](#) with new revenue generating managed services that target specific customers, prospects and verticals

“N-able’s business support resources (Partner Development Specialists) really helped us define what our service offerings were going to be.”

- Shawn Brown, Co-owner, CEO, Snap Technology

Make N-able your trusted, strategic MSP Partner

N-able Technologies is the global leader in RMM automation software for managed service providers and IT departments. N-able supports MSP partners around the world from operations across North America, the U.K., the Netherlands and Australia.

Next Steps

Get more information on the **N-able Blueprint Program** and how it can help you make the leap to profitable managed services by:

- Visiting www.n-able.com
- **Calling N-able at 1-877-655-4689** to learn more about becoming an N-able MSP Partner
- [Read case studies about N-able’s MSP Partners and successes](#)