N-ABLE™

Managed Services Pricing Guide 4.0
Industry Best Practices

PRICING GUIDE

INTRODUCTION

HOW TO READ THIS DOCUMENT

For the IT services provider: This document provides an overview of managed services and a proven strategy for moving away from break/fix hourly service rates to a predictable, profitable managed services business model.

For the managed services provider: This document provides an overview of how N-able has priced and packaged its remote monitoring and management software (RMM) and how our business support, automation tools, and free monitoring licenses can help you take your business to the next level.

SOME THOUGHTS ON THE MANAGED SERVICES MARKET

Managed services continues to be a high growth market, with many MSPs rapidly acquiring new customers, managing new devices, and building recurring revenue. The reason for this growth is the reliance of SMBs on their IT infrastructure without the IT budgets to justify staffing their own technicians. MSPs are in a perfect position to continue to shift SMBs away from hourly rates and into fully managed services. Moving to a model with consistent monthly fees provides stable IT costs for the customer and predictable recurring revenue for the provider.

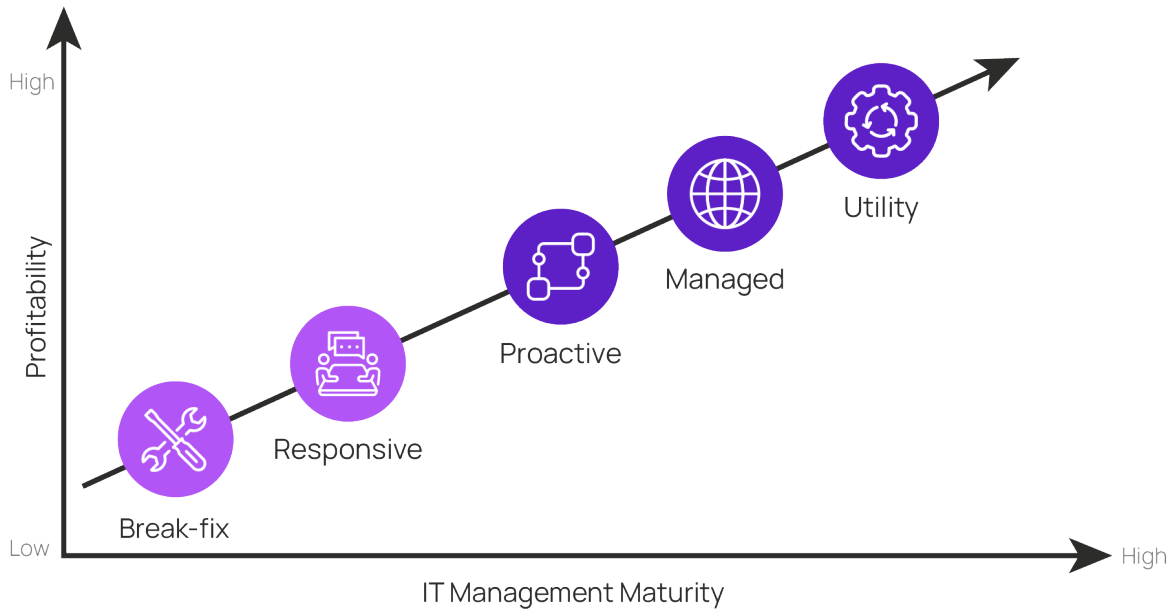> MSPs are in a perfect position to continue to shift SMBs away from hourly rates and into fully managed services.

MSP MARKET OVERVIEW

STAGES OF IT MANAGEMENT

Reactive Service   **Managed Service**

- **Break/fix:** Customer pays an hourly rate as issues occur
- **Responsive:** Customer pre-purchases a block of hours
- **Proactive:** Customer contracts out a checklist for preventative maintenance
- **Managed:** Customer outsources IT on a fixed-fee or all-you-can-eat contract
- **Utility:** Customer pays based on usage

MOVING FROM REACTIVE TO PROACTIVE

With a proper RMM solution in place, you can proactively manage everything in your customers' environment, including servers, workstations, and network devices.

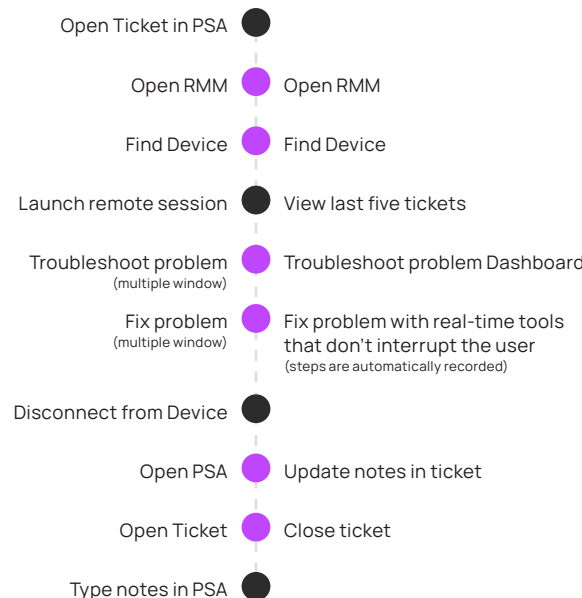| REACTIVE SERVICE (PROFITS FROM CUSTOMER FAILURE)	MANAGED SERVICE (PROFITS FROM CUSTOMER SUCCESS)
• Device failure	• Device uptime
• Network failure	• Network uptime
• Data loss	• Data availability
• Viruses & malware	• Malware-free devices

PROFITABLE HELP DESK SUPPORT

BETTER WAY TO SUPPORT CUSTOMERS

Traditional IT support has used remote control software, which interrupts end users. Many IT technicians are moving to non-intrusive support tools, which provide fast troubleshooting and resolution without interruption. "Often, we can solve a ticket in 15 to 20 seconds that used to take 3 to 5 minutes," says one N-able partner. Greatly reducing ticket times makes help desk support profitable and allows MSPs to build recurring revenue from reactive customers.

Traditional IT Support

User disrupted for duration of support session

Traditional IT Support		N-able RMM Support
	Open Ticket in PSA	
Open RMM		Open RMM
Find Device		Find Device
Launch remote session		View last five tickets
Troubleshoot problem (multiple window)		Troubleshoot problem Dashboard
Fix problem (multiple window)		Fix problem with real-time tools that don't interrupt the user (steps are automatically recorded)
Disconnect from Device		
Open PSA		Update notes in ticket
Open Ticket		Close ticket
Type notes in PSA		

N-able RMM Support

User keeps working during support session

NEW SOURCE OF RECURRING REVENUE

For active callers into your help desk, you can offer them guaranteed access to support and predictable monthly costs by having a fixed fee per user.

YOUR SERVICE	YOUR AVERAGE MONTH'S REVENUE (PER USER*)
Through the use of free, lite monitoring agents and non-intrusive support tools like Direct Support, MSPs are providing a better help desk experience and building recurring revenue at the same time.	£13–19/user

* Model Average Month's Revenue Per User is estimated and may vary based upon a variety of factors unique to your business and jurisdiction.

HOW TO BUILD RECURRING REVENUE WITH MANAGED SERVICES

BUILD RECURRING REVENUE FROM REACTIVE CUSTOMERS

With 75% of the market sticking with reactive IT, there is a massive opening for managed services providers to build recurring revenue. N-able provides free monitoring licenses, which allows you to get your foot in the door with reactive customers. You can provide free basic services while collecting data about their network and then upsell them managed add-ons to build recurring monthly revenue. Here is a list of services you can provide to build monthly recurring revenue:

YOUR SERVICE	YOUR AVERAGE MONTH'S REVENUE (PER USER*)
LITE MONITORING • Lite monitoring • Asset/software/hardware reporting • Branded sys-tray icon	FREE
MANAGED PATCH • Windows patch management • Patch status reporting • Third-party patch management	£2 per device
MANAGED SECURITY • Industry-leading AV protection • AV monitoring & updates • AV threat/status reporting	£2 per device
MANAGED MOBILE • Mobile management & support • Mobile reporting	£2 per device
MANAGED BACKUP • Off-site storage to secure data center • Backup status reporting • Local encrypted backup	£74–111 per server, or £30+ $/gb hosted
MANAGED COMPLIANCE • Monthly vulnerability & compliance reporting	£3 per IP

* Model Average Month's Revenue Per User is estimated and may vary based upon a variety of factors unique to your business and jurisdiction.

COMMON MSP PRICING PRACTICES

FREE MONITORING

A strategy to grow your business

Free monitoring licenses help you get your foot in the door to more businesses. Once you have gathered information about their networks and built some trust, you can quickly upsell these customers to build monthly recurring revenue.

PER DEVICE PRICING

Use your licenses however you want

It shouldn't matter how you deploy your nodes. When you purchase 1,000 device licenses from N-able, you can use them in any configuration you want.

One of the simplest and most popular models adopted by managed services providers. This model can be flexible, easy for clients to understand and for sales professionals to quickly and accurately quote services for without much time or effort being exerted. The recent BYOD movement has caused this model some issues as pricing may become more complicated as clients start introducing tablets, smart phones, and other peripherals into the mix.

PER USER PRICING

Like the per device pricing model, this model helps convey value to the client and is easy for any sales representative to quote. This can also be quite advantageous to the client who can now allow a single user to connect to multiple devices without worries of incurring other fees. Many MSPs enter conversations with clients using an all-inclusive, per user model that makes clients feel at ease and allows them to hire and scale operations confidently.

TIERED PRICING

Perfect for MSPs looking to provide their clients with more service offerings than the average provider. This allows the MSP to establish types of services and levels of support that can range from basic to enterprise-grade. This provides the MSP with the most flexibility since they can tailor offerings to each individual client based on their respective needs. This also provides the clients with the ability to increase or decrease services as needed without impacting or changing service providers.

VALUE-BASED PRICING

This model is one of the trickiest to leverage—however, those that have managed have experienced great success. The unique proposition of this model is that it allows the MSP to offer the client a fixed fee for all services tendered, effectively making them the outsourced IT team for that respective client. This gives the client a sense of having an expert trusted advisor. For the MSP, it provides them the ability to adjust pricing based on the types of clients, services, levels of support, and industry vertical of the client's business along with a plethora of other factors.

À LA CARTE ADD-ONS

Upsell any customer, not just managed ones

Most of your reactive customers just want the basic services (backup, antivirus, patch, etc.). You shouldn't have to pay for monitoring licenses when you aren't collecting revenue for monitoring. Our flexible pricing model leaves you free to set the pricing strategy that works best for your MSP business.

"I'm a huge advocate for the simple fact that it is clear, concise and to the point on what you are getting. No smoke and mirrors."

**– Bud Dewayne,
owner, ByteWorks**

LICENSING THAT GROWS WITH YOU

THE MORE YOU BUY, THE MORE YOU SAVE

All software and services that N-able provides are designed to help you grow your business. N-able RMM gracefully scales with your business as you grow. You have complete flexibility to choose what to purchase based on your needs.

YOUR SERVICE	YOUR AVERAGE MONTH'S REVENUE (PER USER*)
DEVICE MANAGEMENT	
MANAGED SERVER	£74–185
MANAGED NETWORK	£18–48
MANAGED WORKSTATION	£15–44
À LA CARTE SERVICES	
MANAGED SECURITY: ANTIVIRUS	
MANAGED SECURITY: WEB PROTECTION	£2
MANAGED PATCH	£2
MANAGED MOBILE	£2
MANAGED BACKUP	£74–110 PER SERVICE, OR £29 + £/GB HOSTED
MANAGED COMPLIANCE	£3 PER IP
NETPATH	0

* Model Average Month's Revenue Per User is estimated and may vary based upon a variety of factors unique to your business and jurisdiction.

DEVICE-BASED LICENSING

YOU CAN DEPLOY DEVICES HOWEVER YOU WANT

When it comes to providing remote monitoring and management, N-able's pricing allows you to deploy your devices in any configuration you want.

MANY LOCATIONS, AVERAGE CONFIGURATION

x1   **x1**   **x20**

10 STANDARD LOCATIONS

• Lite monitoring

• Asset/software/hardware reporting

FEW LOCATIONS, HIGH DEVICE COUNTS

x5   **x5**   **x100**

2 LARGE LOCATIONS

• 100 workstations

• 5 networks

• 5 servers

N-ABLE PRODUCT FAMILY

Additionally, N-able offers more products to help MSPs expand their services and bring in more revenue. From cloud-first backup to email protection to data breach risk intelligence, N-able offers comprehensive IT and security solutions for your MSP.

MSP ANYWHERE REMOTE ACCESS & SUPPORT

- Connect in seconds
- Cross-platform
- Support mobile devices
- Session transfer
- Session recording
- Performance dashboard

Unlimited sessions
300 devices

MSP MANAGER TICKETING & BILLING

- Ticket management
- Customer portal
- Password management
- Technician scheduling
- Customer billing
- Accounting integration

Unlimited tickets
Unlimited billing

RMM MONITOR, MANAGE & AUTOMATE

- Device monitoring
- Health & performance alerts
- Drag-and-drop automation
- Integrated patch, AV, backup
- Integrated remote control
- Business reports

Free business coaching

BACKUP RAPID, CLOUD-FIRST BACKUP & RECOVERY

- Modern, cloud-first backup
- Protects servers, workstations, documents, and Microsoft 365™ email
- Powerful web-based console
- No appliance or storage
- hardware required
- Private cloud with worldwide data centers
- Full encryption

MAIL ASSURE EMAIL PROTECTION & ARCHIVING

- Robust antivirus and anti-spam protection
- 24/7 built-in email
- continuity
- Compatible with any email service
- Encrypted email archiving
- Branding for you and your customers
- Multiple secure worldwide data centers

RISK INTELLIGENCE SECURITY RISK ASSESSMENTS

- Data breach risk communicated as financial impact
- At-risk data discovery
- Deep vulnerability scans
- Inappropriate access
- discovery and alerts
- Risk trending reports
- PCI DSS, PAN, PHI, and PII scans

*Pricing may vary by jurisdiction and is subject to change without notice.   ** Volume discounts available

N-ABLE HAS THE PEOPLE AND RESOURCES TO HELP YOU SUCCEED

YOUR N-ABLE PARTNER DEVELOPMENT TEAM

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SALES ENGINEERING	ONBOARDING	PARTNER DEVELOPMENT
Our team of sales engineers helps new partners get up to speed on the N-able platform and helps experienced partners master their skills.	We're here to help you get started: • Business and technical onboarding sessions • Full support portal • Business resources to help you grow • Account management services	Our partner specialists help IT service providers succeed in managed services and provide business coaching to experienced MSPs.

GROW YOUR MSP BUSINESS WITH FREE TRAINING

BEST PRACTICES GUIDE	BUSINESS PLAN	MARKETING RESOURCES
Your guide to packaging your services into a repeatable scalable business.	Your N-able team will help you develop a strategy to increase profits and grow your business.	Free marketing templates and resources to start attracting new customers.

MSP INSTITUTE	EVENTS
View our library of business and technical training, including videos, webinars, blog posts, and other content.	Learn the latest trends and network with your peers at one of our in-person events.

About N-able

N-able (formerly SolarWinds MSP) empowers managed services providers (MSPs) to help small and medium enterprises navigate the digital evolution. With a flexible technology platform and powerful integrations, we make it easy for MSPs to monitor, manage, and protect their end customer systems, data, and networks. Our growing portfolio of security, automation, and backup and recovery solutions is built for IT services management professionals. N-able simplifies complex ecosystems and enables customers to solve their most pressing challenges. We provide extensive, proactive support—through enriching partner programs, hands-on training, and growth resources—to help MSPs deliver exceptional value and achieve success at scale.

n-able.com