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Robin Robins and the Marketing Factory

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PUBLISHER Tulip Media Group
EDITOR IN CHIEF Robin Robins
GRAPHIC DESIGN Jessica Embree
Tania McIntyre
COORDINATORS Jeanne Romage
Allison Foelber
Jen Kershaw

CONTRIBUTORS Robin Robins
Victor Magan
Pedro Pereira
Nadir Merchant

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WWW.MSPSUCCESS.COM • INFO@MSPSUCCESS.COM

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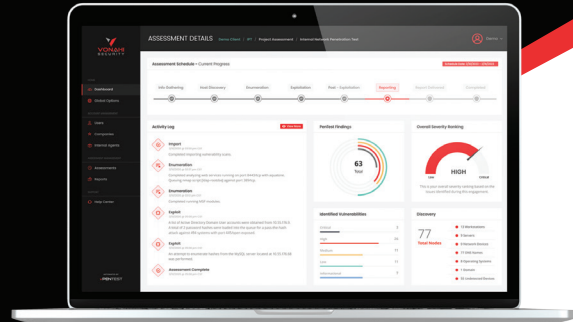
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Robin Robins, CEO of TMT and MSP Success, takes the stage at the prestigious MSP Titans of the Industry Awards Gala.

From The Department Of Brief Shining Moments

Back in December, we pulled off a brilliant industry first with the MSP Titans of the Industry Awards Gala in Beverly Hills. We had roughly 450 people in attendance, dressed to the nines, to celebrate the MSP community and give them the recognition they deserve.

It was perfect.

Candidly, I can't take any of the credit since it was entirely my team pulling together to make it happen. I can't think of a single thing they could have done to make it better... and that's truly saying something.

It's times like this every CEO has to remember—**brief, shining moments when your plan comes together SO brilliantly, delivering results as good or better than anticipated.**

If you run a company, you know as well as I do that these moments are RARE. You have to relish them, bask in their glory, and memorialize them in some way, because 5 minutes later, a dump truck full of shite backs up to your front porch and drops a big, steaming pile of crap for you to deal with.

There are a lot of books, videos, and articles that talk about how to handle failure. Most of them talk about the FEAR of failure. I don't think it's exactly the fear of failure, per se, but more a fear of "What if I put in ALL of this work, money, and effort and it doesn't pay off and deliver the minimum results I need?"

For most entrepreneurs, THAT fear stops them as much or more than the fear of missing a goal or looking like a fool. You pour your lifeblood, time, effort, and focus into achieving

something, and it sucks you dry, giving you zero ROI... and it doesn't just happen once. It happens over and over again in multiple facets of the business, from marketing, sales, hiring people, rolling out a new technology or tool, etc., etc.

I had someone say to me the other day that they've never missed a sales quota in their entire life. I immediately thought, you haven't been setting big enough goals. I don't know of any high-performing CEO or leader who hits EVERY goal, every time (if they're being honest).

Point is, the life of any entrepreneur is one of constant aggravation, frustration, failures, disappointments, and PROBLEMS. On the rare occasion when everything comes together perfectly, be sure to take more than a few seconds to pump your fist and celebrate before picking up your shovel and heading back down into the cave.

Enjoy it. I know I will. ■

Sincerely,

Robin Robins
Founder And CEO, *MSP Success*





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How To Be Seen As A TRUSTED AUTHORITY



“The problem with the world is that intelligent people are full of doubts while the stupid ones are full of confidence.” – Charles Bukowski

BY ROBIN ROBINS

Remember FTX? At one point, it was considered the third-largest cryptocurrency exchange in the world by volume, valued at \$32 billion. In a matter of days, it went bankrupt, causing millions of its investors to lose everything.

In a hearing following its demise, the new court-appointed CEO, John Ray, said the company’s collapse was the result of a “complete failure of corporate control.” **A case of “old-fashioned embezzlement” where investors are highly unlikely to get their money back.**

What’s stunning is that many of the investors who lost everything were among a list of well-known famous faces (like my friend Kevin O’Leary and star athletes Tom Brady and Steph Curry), along with many smart and supposedly sophisticated investment firms like Sequoia Capital, Temasek, and Paradigm, to name a few. ALL got taken. Even billionaire oil baron Robert Belfer reportedly lost millions in the FTX collapse. How can this be?

It’s for the same reason people fell for the Home-Stake Oil, Enron, and Madoff scams: **Greed plus misplaced TRUST.** They cannot argue they did “due diligence” before investing. You’ve got a video-game-playing child in the Bahamas with ZERO experience in running a company in charge of a billion-dollar, unregulated investment entity with his college roommates, who were reportedly

all sleeping with each other, with his openly drug-using girlfriend as the CEO. What could possibly go wrong?

In an interview, O’Leary admitted that he relied too heavily on trusting the company based on who was endorsing it and had already invested, not his own research.

That’s important to note because many critical buying decisions are made this way, causing people to bypass their normal skepticism, skip conducting their own due diligence, and even ignore what their gut is telling them when a TRUSTED AUTHORITY tells them to do something.

Sam Bankman-Fried’s parents were wealthy, well-connected professors at Stanford University and, as O’Leary pointed out, were compliance lawyers. His mother was a big supporter of the Democratic Party with connections that had to have helped bolster his credibility. Further, Bankman-Fried was a clever con artist, using celebrity endorsements (like O’Leary and Tom Brady) to build confidence in others to give him millions of dollars.

How Even Smart People Fall Victim To Misplaced Trust

First off, there’s nothing new here. This type of scam has been pulled off before and will happen again, despite how much the government attempts to regulate it. That’s because the government cannot change human nature.

People allow themselves to become victims and easy prey for scams for a number of reasons, including greed (the desire for easy money) and FOMO (fear of missing out). “Get in early” is the mantra of many investment scams.

But at the core of scams, the biggest reason people get taken, stems from the desire to find a TRUSTED AUTHORITY to make tough decisions for them—a shortcut to actual due diligence.

That’s why strategically designing your marketing and sales process to position yourself as a trusted authority is hypercritical, outweighing differentiation, price, and service propositions by far. If you don’t trust someone and don’t see them as a legitimate authority on the topic on which they are advising you, you aren’t going to sign a contract with them. I don’t care if they’re the cheapest, most convenient, or offer the best terms (no contract, no money down, easy outs, etc.).

What Actually Fuels Trust

There’s a lot of misplaced trust in the world.

Madoff was successful at pulling off the biggest Ponzi scheme in history for two reasons. First, he had credibility. He started and grew Madoff Securities, which was, at one point, the largest market maker of the Nasdaq, and in 2008 was the sixth-largest market maker in the S&P 500 stocks. He was active with the National Association of Securities Dealers and served as chairman of its board of directors.

The second big factor in his ability to swindle people was his affinity with his targets. The majority of victims were people like him: rich, Jewish business owners living in New York. They trusted him because he was LIKE them. In fact, Joan Rivers was quoted as saying she was “the only Jew in New York” who didn’t fall victim to his charms. Trust + Authority = Influence.

To be clear, in no way am I suggesting you should use scam-artist strategies in your marketing. You cannot sustain a successful company on the back of snake-oil sales techniques. However, if you combine known “trust hacks” with legitimate, honest, and ethical business services and practices, you can grow exponentially.

Question: What are you strategically doing to bolster your credibility and authority status with prospective clients?

What boards or associations do you sit on? What organizations have recognized you as an expert? What tangible, measurable results or outcomes have you been able to consistently achieve for your clients? What are you “famous” for?

Most haven’t ever given this any thought and don’t have the goal of being a “trusted authority” in their marketing and advertising plans; however, once I pose this question, many start to realize that they are lacking in this critical area, even though they are trustworthy, credible experts. As I’ve often said, people

don’t know how good you are until AFTER the sale... before they buy, they only know how good your marketing is.

So, here’s the next natural question: What factors contribute to someone being seen as a trusted authority on their topic?

Some of the most common answers I get to this question are education, degrees, certifications, and years of experience. The problem is, while they are a feather in your cap and do contribute to being seen as a credible expert, they are nowhere near sufficient to become THE leading authority and most trusted expert for your target market.

Here are some signs people attribute to someone being a trusted authority:

- They have published a book(s) on their area of expertise.
- They are recognized by other leaders and authorities as credible.
- They publish white papers, articles, and research.
- They are asked to speak at events.
- They are interviewed by media outlets and key podcasters.
- They own media, such as a magazine, news station, TV show, etc.
- They have a large, public social media following and presence.
- They are “slightly famous” in their niche, industry, or market area.
- They produce (or are very well-versed in) data and statistics.
- They are known by a large number of people for a specific topic.

How You Get Introduced Matters

Another critical factor of positioning yourself as a trusted authority is HOW prospects get introduced to you. To put it simply, first impressions last.

Not all marketing and “getting your name out there” works in your favor in positioning yourself properly and building trust. Prospects will NOT be easily taken from your competition simply because you sent them a “flyer” or because they saw your post on social media. In fact, some marketing methods and media will work against you.

When Groupon first hit the scene, thousands of businesses signed up for what seemed like a cheap and easy way to get more customers and clients. However, many businesses suddenly realized that the type of customer they brought in



”

**“Unlike with most other marketing and advertising, prospects that are referred come in WITH TRUST IN PLACE, predetermined to buy from you. Unless you totally screw it up, your close rate on referrals with a need you can service should be 100%.”
– Robin Robins**

→ via a Groupon deal was a cheap, non-repeat, discount buyer. I accurately predicted this the minute I heard the Groupon pitch, because a customer won on price will always be lost on price—yet thousands of businesses desperate for sales and lacking any marketing or sales savvy had to find this out the hard way. The only reason Groupon still exists is because MOST businesses are not savvy or sophisticated enough in their marketing to understand that not all customers are created equal, and HOW they are introduced to your business and the source of a lead dramatically impact close rate and value.

Recently, a struggling MSP sought my help with his sales process. He was getting leads but was frustrated because the leads were typically small deals. On top of that, he was constantly getting beat down on price, making concessions on his contract to get the deal closed, selling month-to-month agreements, and getting frustrated by A LOT of stalls, delays, and prospects going dark. He was nearly at the point of being totally and completely convinced that it was due to a soft economy, pointing to several extremely cheap competitors in his area who were constantly undercutting him on price.

However, after looking at what he was doing, I discovered that he was depending on spam to generate the leads he was complaining about, setting up another URL unassociated with his own to avoid being blacklisted. The lists were ones he scraped or otherwise bought for cheap, only getting

about one lead for every 5,000 spam emails sent. Can you already see the problem here? Of course those leads are going to be low-margin, difficult-to-convert clients.

You might think this is an extreme example and say to yourself that YOU aren't spamming—but you're missing the point. **ANYTHING and EVERYTHING you do in marketing and in your sales process is either BUILDING TRUST or destroying it. There is no neutrality.**

That's why referrals are the gold standard of inbound leads; they close faster, easier, and with a lot less fee resistance. Unlike with most other marketing and advertising, prospects that are referred come in WITH TRUST IN PLACE, predetermined to buy from you. Unless you totally screw it up, your close rate on referrals with a need you can service should be 100%.

When I invest in sponsoring an industry event and obtain a speaking spot, not only do we get a lot of leads, but they're high-quality, high-converting opportunities. In fact, a lead generated from a speaking engagement is three times more likely to close, worth five times more initially in revenue, and is four times more likely to buy additional services and membership than a lead generated from digital marketing. This represents a difference of MULTIPLE MILLIONS of dollars. How is this possible? BOTH LEADS are MSPs. BOTH are getting the same sales pitch. BOTH are being offered the same products and services.

It's because the speaking engagement properly positions me as a trusted authority. The presentation is not a short ad but a long and carefully constructed sales presentation designed to provide value in advance, building credibility and TRUST. That sets the tone for everything that follows.

Very often, I see the sales and marketing practices of MSPs having the opposite effect they're hoping for, essentially WEAKENING their position of authority, trust, and expertise with new prospects; INVITING price objections; and making it MORE difficult to attract High Value Clients (HVCs) and command the fees they deserve once they get the opportunity to present their services to a viable prospect.

This routinely shows up in the form of price resistance, sales stalls, objections, ridiculous demands to alter your service delivery and pricing, hidden agendas, and “playing” you against your competition to secure the lowest possible price. (HINT: If you position yourself correctly, ALL of this goes away since you aren't perceived as HAVING any competition.)

I've seen it over and over again where two IT services firms with virtually identical capabilities, credentials, training, vendors, resources, service offerings, and plans have wildly

different success rates in closing a new client. One will leave either empty-handed or with a low-margin contract, the other with a very profitable, properly sold deal WITHOUT having to do a lot of gimmies and negotiations. The difference is NOT mechanical—in their products, service delivery, features, benefits, etc. Much of that is the same for all IT services firms. The difference is in how they strategically, intentionally establish trust with the prospect, in the meeting and before they even step into that prospect's office via their marketing.

This is a critical FACT you must embrace if you are going to have a chance at swimming upstream to higher paying, more profitable, more valuable clients: The MSP sale is based entirely on TRUST.

If you know how to engineer it, you have an enormous advantage over the vast majority of MSP competitors—even those selling at cheaper prices. ■

FREE For A LIMITED TIME!

For our subscribers, during the month of February, I'd like to give you a recorded session I did on the topic of trust-based marketing for MSPs.

To access it, scan the QR code or go to MSPSuccess.com/trust-based-marketing



Robin Robins is the IT industry's most in-demand marketing consultant, sales trainer, and direct response marketing consultant who specializes in developing strategic marketing, sales and lead generation systems for MSPs, VARs and IT services companies.

Robin Robins

*Robin Robins is the CEO and Founder of TMT.
TMT is the parent company of MSP Success.*

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MSPs Walk The Red Carpet At The Inaugural MSP Titans Of The Industry Awards Gala

The stars of the industry came out for the inaugural MSP Titans of the Industry Awards Gala, a red-carpet, black-tie event honoring and recognizing the key players who have helped the industry grow to \$500 billion worldwide and play a critical role in today's economy.

Presented by *MSP Success*, the MSP Titans of the Industry Awards Gala, held at the iconic Beverly Hilton in Beverly Hills, California, featured a variety of festivities and special celebrity speakers Magic Johnson, the basketball legend, and comedian Jay Leno.

Honorees included Kaseya Vice Chairman and former CEO Fred Voccola, who was recognized as MSP Titan

of the Channel, and Rob Stephenson, CEO of Thrive, who received the MSP Grand Master Titan Of The Year Award. Eight MSPs received Partner Impact Awards and 25 MSPs received Titans of the Industry Awards for excellence, innovation, and commitment.

Robin Robins, CEO of TMT and *MSP Success*, noted that recognition for the hardworking men and women in the MSP business has been long overdue. "Every one of the winners deserved that walk down the red carpet for all they do to keep small and medium businesses across the U.S. and around the globe productive, innovative, and protected. Next year, this event will be even bigger as more and more people start to recognize the critical role MSPs play in the economy."



We took time to honor the leadership and vision that Fred Voccola, former CEO of Kaseya, brought to the industry. He received the 2024 Titan of the Channel Award for his unwavering commitment to innovation and ensuring MSPs receive the recognition and rewards they truly deserve.

Thrive's Rob Stephenson Wins MSP Grand Master Titan Of The Year

Rob Stephenson, CEO of Thrive, has shepherded the MSP from \$9 million in revenue and negative EBITDA to what is on track to be a \$400 million company next year.

In naming him MSP Grand Master Titan Of The Year, Robins noted, "The definition of a Titan is someone of great strength, of great intellect and importance. And without a doubt, this individual is a true Titan of our industry."

In accepting his award, Stephenson said, "If you had told me 10 years ago when I got in the industry that we'd be sitting here at a black-tie event to honor MSPs, I would've fallen down. I'm very proud having come into Thrive. Nine years later, we've done 22 acquisitions. We'll do about \$400 million next year, over \$100 million of EBITDA. We hope to shortly be the first billion-dollar-valued-plus MSP. And we have 1,400 great employees we owe it to." ■

Kaseya's Vice Chairman And Former CEO Honored As Titan Of The Channel

Robin Robins, CEO of TMT and *MSP Success*, presented Kaseya Vice Chairman and former CEO Fred Voccola with the MSP Titan of the Channel Award to recognize the transformational impact he's had on the industry, with innovations from Kaseya that aim to raise the profitability and efficiency of MSPs.

In introducing the award, Robins noted, "I don't think that we, as a community, give the vendors enough credit because they really are the backbone of this community. And without them and what they provide to us, none of us would be as successful as we are."

Calling Voccola up to the stage, Robins said, "Without a doubt, Fred Voccola is an industry transformer who has come into our community, into our industry, and has changed it radically—for the better. He is someone that I wanted to show special appreciation for."

Voccola took the helm at Kaseya in 2015, and he has oversaw the acquisition of 18 software companies, the most recent SaaS Alerts, and invested billions in building out the Kaseya IT Complete platform. He has been a champion of changing the unit economics for MSPs by lowering the cost of goods sold and driving up efficiency through AI and automation—both of which are intended to significantly increase profitability. Kaseya delivered the first two parts of that vision in 2024 with the rollout of Kaseya 365 Endpoint and Kaseya 365 User, all-in-one subscription tool bundles.

"The last 10 years of my professional life, I've been lucky enough to build a company in the best industry there is, by far," said Voccola upon accepting the award. "This has been, without a doubt, the best professional experience because of the people and the relationships that I've been able to meet and make that will last me for the rest of my life."



Rob Stephenson, CEO of Thrive, takes center stage as the 2024 MSP Grand Master Titan Of The Year. The award, presented by Robin Robins, recognizes Stephenson for being a true leader in innovation and excellence.

A Night To Remember

Victor Magan Of Network Brainiacs Honored At The 2024 MSP Titans Of The Industry Awards Gala



For Victor Magan, founder and CEO of Network Brainiacs, December 2024 was a momentous month. It wasn't just about closing out another successful year—it was about stepping into the spotlight at the prestigious MSP Titans of the Industry Awards Gala in Beverly Hills, where he and his team were recognized for their exceptional contributions to the managed services industry. Here, they were not only named an MSP Titan finalist but they won the 2024 Soteria Award for the Most Trusted Managed Service Provider (MSP) in North America—a career milestone and testament to years of hard work, dedication, and unwavering commitment to excellence in serving their clients.

The Magic Of The Gala

The evening itself was nothing short of extraordinary. Hosted at the iconic Beverly Hilton, the event brought together the who's who of the MSP world. "The whole atmosphere was surreal," Victor recalls. "Being there in Beverly Hills, surrounded by so many industry leaders, it felt like we were among the elite."

One highlight for Victor was the chance to hear Magic Johnson speak. "I've been a Lakers fan my whole life," he shares, "so listening to Magic's story was incredible. It was one of the reasons I was so excited to attend." While the gala's entertainment, including Jay Leno's signature humor, added a lighthearted touch, the true standout moment was stepping onto the red carpet with his wife, Juana, and receiving the Soteria Award. "The entire experience was unlike anything I've ever been part of," Victor exclaims. "From the photos to the applause to hearing our name called, it was a proud moment for me and Network Brainiacs."

The Award's Significance

The Soteria Award celebrates trust, innovation, and excellence in the MSP industry, shining a light on those who consistently go above and beyond for their clients. For Victor and his team, it represents much more than a trophy. "Winning this award validates the hard work we put in every day to make our clients' lives more convenient and

secure,” Victor explains. “Plus, it’s a morale booster for the team and proof that we’re heading in the right direction.”

Reflecting on this achievement, Victor was quick to acknowledge his team’s efforts and the clients who trust Network Brainiacs with their businesses. “We couldn’t have done this without the incredible support from our clients and the dedication of our team,” he says. “This award is as much theirs as it is mine.”

Challenges And Triumphs

The road to success is rarely smooth, and 2024 presented its fair share of challenges. Midway through the year, Network Brainiacs faced a tough period, losing several major clients due to acquisitions. “It was a rough patch,” Victor admits. “We even had to make the difficult decision to let go of two team members. Those moments are never easy, especially when you see your team as family.”

But through adversity, the team’s resilience became apparent. Says Victor, “We focused on moving forward, and I feel like the award came at just the right time, lifting our spirits and reigniting our purpose.” For Victor and his team, the recognition is more than an accolade—it’s a powerful reminder of the lasting impact they strive to make, not just in technology but in the lives of the healthcare businesses and SMBs they support.

What Drives Network Brainiacs

At the heart of Network Brainiacs’ success is a simple but powerful mission: “Our mission is to make lives convenient through the seamless integration of technology, driven by a passion for serving others and an unwavering commitment to excellence.” And this philosophy has guided the company’s growth and shaped its culture over the years. A key turning point, Victor notes, was when his wife, Juana, joined the team full-time in 2022. “She’s brought a new level of accountability and focus,” he says with a smile. “No one can hold me accountable like she can.”

Juana’s influence has been instrumental in streamlining operations and ensuring the company remains numbers-focused. “She’s all about the metrics,” Victor shares. “Her dedication has helped us align with our mission more effectively and pursue new opportunities.”

Looking Ahead

Winning the Soteria Award is just the beginning for Network Brainiacs. “I’m always searching for ‘what’s next,’ so this recognition has only motivated me to aim even higher,” admits Victor. “In 2025, we’re focused on bringing in additional team members to further help with our mission and connecting with even more clients who can benefit from what we offer.”

However, there’s another exciting development on the horizon with Victor’s upcoming book on IT compliance set to release in March 2025. “The book will offer invaluable insights into the evolving landscape of IT compliance, and I’m excited to share it with a wider audience,” mentions Victor.

Ultimately, the 2024 Soteria Award is more than a recognition—it’s a testament to how seriously Victor and his team take their commitment to making their clients’ lives more convenient. As they continue to push boundaries and raise the bar, Network Brainiacs is proving that being one of North America’s most trusted MSPs isn’t just a title—it’s a mission they live by every day.

For more information about Network Brainiacs, visit NetworkBrainiacs.com. ■



Victor Magan and his wife, Juana, at the Red Carpet Interview



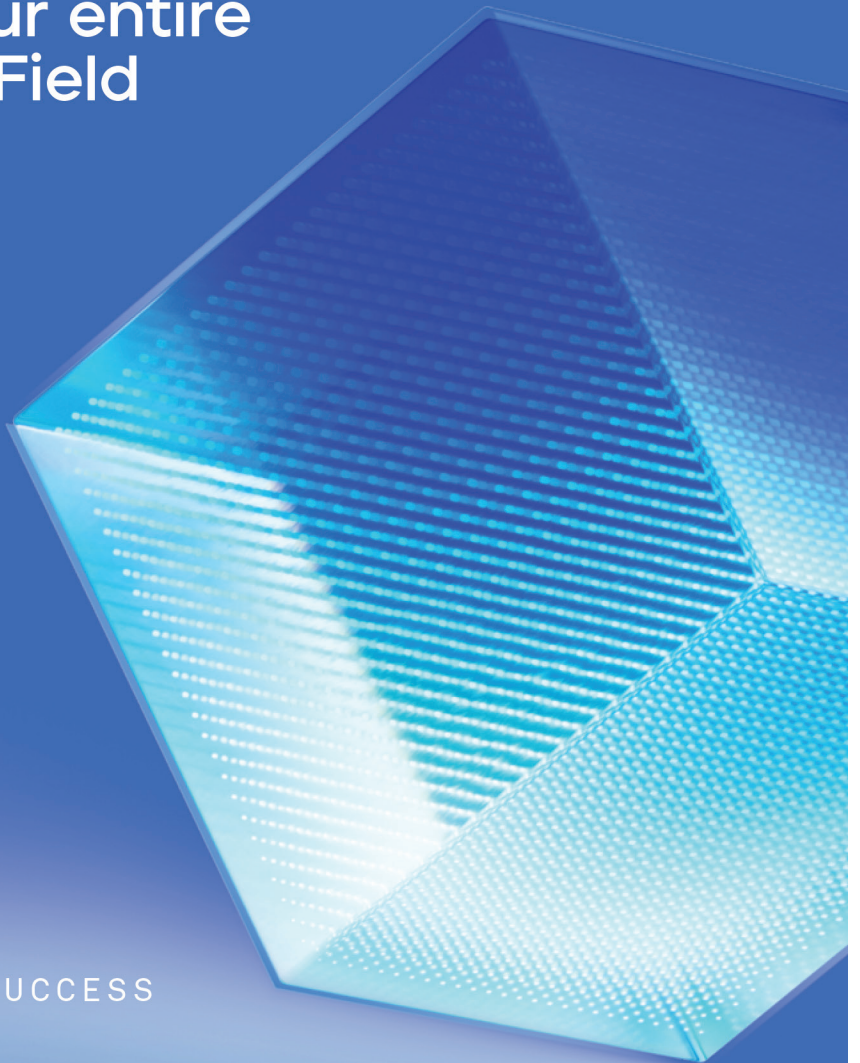
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Top Channel Vendors Give Out Partner Impact Awards

The MSP Titans of the Industry Gala also recognized top MSP partners who were nominated and selected by their vendor partners. Here are the winners.

BY SARAH JORDAN



Ben Johnson, Liberty Technology
libertytech.net • Founded 2008 • Griffin, GA

Cytracom Partner Impact Award

“We selected Liberty Technology for this award due largely to their innovative approach and comprehensive integration of Cytracom solutions into their own services, significantly enhancing operational reliability, reducing client downtime, and increasing client satisfaction. The MSP stands out from its peers with its focused strategy [of] moving clients away from legacy solutions and towards modern, more secure infrastructures. Their high-impact client success story, particularly with United Bank of Zebulon, showcases this. This clear demonstration of their ability to tackle complex challenges and deliver modern, effective solutions sets them apart and underscores their innovative and leadership qualities within the MSP space.”

—Dana Liedholm, VP of Marketing, Cytracom





Dell Expert Network Top MSP Award

“Scott Allen exemplifies the core values of innovation, advocacy, and dedication. Their client-centric approach and culture of continuous improvement have been pivotal to their success. By consistently investing in employee development, prioritizing understanding each client’s unique needs before they arise, and staying ahead of technological advancements, ITG has been able to provide exceptional service. These qualities have resulted in lasting partnerships and strong customer loyalty.”

—Erin Sutter, Business Development Analyst, Dell

Scott Allen, Impact Technology Group
impacttechnologygroup.com • Founded 2006 • Birmingham, AL



Field Effect Industry Transformer Award

ITS is receiving this award “because of their commitment to innovation and partnership. This commitment exemplifies how MSPs can drive meaningful change, not just for their clients, but for the sector as a whole. They’ve consistently treated their relationship with Field Effect as a genuine collaboration, not just a vendor connection. This is clearly demonstrated in the continuous feedback they’ve provided, which directly shaped the development and launch of Field Effect MDR Core.”

—Rachel Ostep, Events and Sponsorship Manager, Field Effect

Tom Andrusis, Intelligent Technical Solutions
itsasap.com • Founded 2003 • San Francisco, CA



Kaseya Community Involvement Award

Will Nobles “really understands business operations and what it takes to run a successful MSP from the business owner side, not just the technical side. We chose him for the community award because of all the things that he does for the MSP community—the amount of travel he does, to go out and speak at various events, and the amount of knowledge he passes along to younger MSPs. It embodies the award itself, of giving back to the community.”

—Michael DePalma, Senior Vice President of MSP Enablement, Datto

Will Nobles, Vector Choice
vectorchoice.com • Founded 2008 • Duluth, GA



Kaseya Partner Excellence Award

“We selected Dynamic Quest for the Titans Award because of their remarkable rapid growth and ambitious M&A strategy. Their ability to scale efficiently while maintaining exceptional service levels showcases their strategic vision and operational excellence. Additionally, their commitment to standardizing their toolset has been pivotal. By doing so, they’ve maximized efficiency and consistently delivered exceptional value to their clients. Recognitions like the MSO Rising Award at DattoCon 2024 further highlight their success and innovation.”

—Michael DePalma, Senior Vice President of MSP Enablement, Datto

Brian Timmons, Dynamic Quest
dynamicquest.com • Founded 2000 • Greensboro, NC



OpenText Cybersecurity MSP Titan Award

Affinity always goes “above and beyond, especially in their ability to foster strong and productive partnerships with OpenText and their customers. This is evidenced by their commitment to delivering exceptional value and maintaining high standards of service by offering customized solutions and flexibility, with an understanding of the unique challenges and goals of each client. They consistently exceed client expectations through proactive monitoring, quick response times, and effective problem resolution.”

—Josie Keck, Senior Strategic Channel Account Manager, OpenText

Sean & Betsy Wright, Affinity Technology Partners
affinitytechpartners.com • Founded 2002 • Brentwood, TN



Pax8 Outstanding Partner Of The Year

“Integritek has been partners with Pax8 since 2017. It’s been a good-faith partnership where both of our companies look totally different than they did when we first met. They’ve grown steadily since that time, now with locations in Texas and California. I think the key to their success has been fully adopting managed services seven years ago, in a way that not a lot of people were at the time. They’re progressive-minded—they adopted cloud and 365 earlier than most as well. I don’t think there’s any graceful way to unapologetically lead with a certain stack and be successful, but they’ve done it better than most.”

—Joshua Hoffman, Account Executive, Pax8

William Kapes, Integritek • Integritek.net • Founded 2006 (Integritek acquired William Kapes’s former MSP, Neutrino Networks, in 2018) • Austin, TX



ThreatLocker Cyber Hero

“BridgePoint Technologies consistently demonstrates a proactive commitment to advancing cybersecurity and staying ahead of industry challenges by educating themselves and their clients about emerging threats. Their ability to customize cybersecurity solutions to meet each client’s unique needs reflects their commitment to delivering tailored, effective protection and improved productivity. Their collaborative spirit and dedication to excellence set them apart as a leader in the field.”

—Yara Ali, Account Manager, ThreatLocker

Michael Millhouse, BridgePoint Technologies • mybridgepoint.com • Founded 2004 • Downers Grove, IL

Magical Moments

From The MSP Titans Awards Gala



An evening of elegance, laughter, and celebration—memories made at the gala with great company and timeless style.



Honoring Excellence: Biren Shukla from Forum Info-Tech, Inc., proud recipient at the MSP Titans of the Industry Awards in the minority-owned/led category, a night of recognition and achievement.



Our incredible Titans Award winners stand together, embodying leadership, innovation, and success. Congratulations to these industry titans!



Jay Leno's speech brought endless smiles and entertainment, leaving the audience in stitches and creating unforgettable memories.



Star-studded moments: Guests had the honor of posing with the legendary comedian Jay Leno, adding a touch of humor and charm to an extraordinary evening.



A stunning gala awards room bathed in elegant lighting, with round tables adorned with white floral centerpieces and flickering candles creating an atmosphere of sophistication and celebration.



As we gathered to celebrate excellence, the Awards Brunch provided the perfect setting to honor and applaud our industry leaders for their achievements and dedication.



More red carpet moments! Guests enjoyed a true VIP experience, complete with interviews by Allison Foelber, Editor in Chief of *MSP Success*, capturing the excitement and achievements of the evening.



Congratulations to Adam Spencer on his well-deserved Owner Under 40 award, presented by Robin Robins, celebrating his outstanding contributions and achievements in the industry.



Hundreds of MSPs gathered in style to celebrate the industry's success, dressed to impress and honoring the leaders driving innovation and growth. It was definitely a night to remember!



Magic Johnson delivered an inspiring speech and made the evening even more special by posing for photos with guests. A true highlight of the night!



Elegance in every detail: The Kaseya-sponsored gifting station featured a stunning selection of designer sunglasses, offering guests a touch of luxury to remember the evening.



Red carpet moments that shine bright! Striking a pose, sharing smiles, and kicking off an unforgettable evening of celebration.

Your Tech Stack:

The Dollars And Sense Of All-In-One Vs. A La Carte

SPONSORED CONTENT



Tool sprawl can wreak havoc on an MSP's efficiency AND profitability. MSPs on average have 10-16 tools in their stack—some have even more!—according to most industry estimates.

Given today's fiercely competitive environment, managing all those tools while maintaining efficient operations, keeping costs in check, and delivering value to clients in a scalable manner has never been more important. Oh, and don't forget about driving a best-in-class profit margin.

That's why all MSPs should be reevaluating their tech stack regularly. Start with the big picture: Should you adopt an all-in-one platform from a single vendor or assemble tools from a variety of different vendors? We look at the pros and cons of each here.

All-In-One Platform (Or Bundle)

The Pros

An all-in-one platform or bundle from a single vendor provides a unified experience. An integrated suite of tools offers consistent interfaces and workflows, simplifying training for your techs and increasing their day-to-day efficiency. A cohesive platform also makes it easier to onboard new team members.

Other benefits include:

- Automation across tools.
- Having everything in one place, with one management portal, makes the stack easier to manage.
- A simplified vendor relationship, with centralized support and billing, and one contact point for troubleshooting and service agreements.
- Cost savings with bundled pricing, compared to subscribing to individual tools.
- Fewer compatibility or integration headaches.
- Easier to scale.
- Easier to package and price for your customers, giving them a predictable monthly cost.

The Cons

Some all-in-one solutions may lack the depth or advanced features of specialized tools, and there may be less flexibility for customization.

Other concerns include:

- Vendor lock-in, as it may be difficult or costly to switch to another solution in the future.
- Security risks can be higher with a single platform vendor, because a breach or disruption could impact other tools and services in the stack.

A La Carte Tool Stack

The Pros

Assembling your tool stack from a variety of vendors offers more flexibility, as you can pick and choose tools that match your specific needs and swap solutions without overhauling the entire stack.

Other benefits include:

- Specialized functionality, as each tool is likely to be optimized for its specific purpose, offering advanced features and capabilities.
- Less security risk, as there is no single point of failure.
- Faster innovation, with point solutions focusing solely on excelling in their niche.

The Cons

An a la carte tool stack can present integration challenges, and you may not be able to take advantage of automated workflows between tools without putting in considerable time and effort. Plus, you'll have to make sure an integration or an automation doesn't break when one tool gets updated or patched. And managing multiple tools increases your admin overhead.

Other concerns include:

- Different interfaces and user experiences can lead to a steeper learning curve and less cohesive operations.
- It's more expensive to pay for individual tools.
- Troubleshooting can be more complex as issues might require coordination between multiple vendors.

It Comes Down To A Business Decision

While the choice that's right for you ultimately depends on your MSP's business goals and client needs, it's becoming clear that an industry shift toward a platform approach is underway. An all-in-one platform or bundle is a more cost-effective way to service your customers with everything they need while making your techs more efficient and your business more profitable. ■

Avoid Death By A Thousand Cuts: Plugging MSP Profit Leaks

Uncover the hidden mistakes draining your bottom line and learn how to stop them before it's too late.

BY PEDRO PEREIRA



Rayanne Buchianico
Owner and Founder, ABC Solutions



Tommy Thornton, CEO, Automates



Paul Cissel, CEO, Growth Caddie and M&A Expert in Residence for TMT



Brandis Kelly, President The Midwest Region DigeTekS

Bad business habits are bad for your bottom line. Worse, if you're bleeding profits from a thousand cuts, you may not even be aware of it until it's too late—and you've bled out.

Leaked profits have many causes, but common culprits are underutilized software licenses, paying too much for too many tools, poor service delivery, failure to automate tasks, staff utilization issues, and client mismanagement.

In your daily efforts to handle workloads and keep customers happy, you may be perpetuating the behavior that hurts what could be a handsomely profitable business. If you feel like you're just scraping by, here are some common mistakes that are eating into your revenue and margins—and what to do about them.

Client Mismanagement—Let Me Count The Ways

Brandis Kelly, president of the Midwest Region at DigeTekS, an MSP in Firestone, Colorado, says client mismanagement can account for anywhere from 10% to 20% in annual revenue losses. Client mismanagement results from unclear statements of work (SOW), underpricing, project creep, and poorly defined deliverables.

“When contracts lack clear deliverables or a detailed SOW, it can lead to misunderstandings and scope creep.

This often results in MSPs doing more work than initially planned without proper compensation,” says Rayanne Buchianico, owner and founder of Clearwater, Florida-based ABC Solutions, which provides accounting and PSA consulting services for MSPs.

Tool Sprawl—You May Be Paying For More Than You Need

A bloated tech stack is another common issue. “Many MSPs have multiple tools in place that are similar, therefore creating redundancy, which directly impacts the bottom line,” says Kelly. MSPs should address this by conducting tool audits, which can reduce costs by 10% to 30%, she says.

Paul Cissel reviewed tools and licenses annually when he ran an MSP. Most MSPs ignore the practice, but when they start, they are surprised at how much they're paying for unused technology, says Cissel, who is now CEO of Growth Caddie and M&A Expert in Residence for TMT. “Most MSPs are technicians and haven't seen a tool that they don't like, and I was certainly that way.”

Tommy Thornton, CEO of Automates, an MSP in National City, California, continually rightsizes. He conducts a monthly tool true-up to avoid paying hundreds of dollars a month for unused technology.

Buchianico recommends consolidating tools and vendors to reduce expenses, eliminate integration issues, and “strengthen relationships with key vendors.”

The large IT management platform players—Kaseya, ConnectWise, N-able—have all recognized the direct impact stack consolidation has on the bottom line. They and others in the industry are trying to offer all the tools an MSP needs under one roof. Not only does it eliminate a bloated tech stack but it also increases efficiencies since the tools are all integrated.

Service Delivery—Inefficiencies Are Dragging You Down

Failure to get tool sprawl under control also impacts efficiency because employees must learn all those tools, which can cause service delivery to suffer. One consequence is low ticket kill rates.

Other reasons for low resolution rates are understaffing and poor training. Buchianico notes that high staff turnover can also delay ticket resolution, leading to poor customer service and low customer satisfaction.

Some MSPs struggle to manage 200 to 400 tickets a day, with their service teams always on the defensive, says Thornton. He recommends setting a daily percentage target for resolved tickets. “If it’s less than 100% resolution, you’re behind,” he says. That’s OK if it happens occasionally, but not if it becomes the norm.

Improving service delivery transcends staffing and technical issues. It also involves strategy. Cissel recommends narrowing your target customer profile—for instance, companies with 25 to 100 users. This allows you to also narrow the tech stack and keep the staff very focused, he says.

Operations strategy is important too. Failure to take advantage of AI and automation features in your tool stack to achieve operational efficiencies is costing your business money. “It is critical to have automation and workflows in place to ensure tickets are quickly assigned to appropriate resources, documentation is clear and easily repeated, processes are thoroughly trained—with continuous training—and followed for the most efficient outcome,” says Kelly.

Optimize Your Staff—Don’t Put Square Pegs In Round Holes

How you manage your employees and their responsibilities affects everything, from how effectively they use technology to delivering customer satisfaction. However, Buchianico estimates that employee mismanagement contributes as much as 20% to profit leakage through overstaffing, overpaying, skills mismatch, and poor tech utilization.

For instance, senior engineers should not be fixing printers and Level 1 techs shouldn’t be troubleshooting server cluster issues, says Kelly. “Resources must be allocated properly and matched with their strengths and knowledge to various tasks, or you’ll be upside-down quickly,” she notes.

In addition, employees need continuous training to learn and update skills. And their roles and responsibilities should be clearly defined.

Overstaffing is a common problem, adds Cissel. Next to reluctance to raise prices, it is the most prevalent issue he comes across when working with MSPs. While service payroll should be no greater than 40% of service revenue, typically it accounts for 60% or more, he says. Best-in-class MSPs keep it at 35%.

How much work you demand from each employee affects staff utilization. Push employees too hard and you run the risk of “slave-driving,” says Thornton. He expects six hours of productivity in an eight-hour shift, which equates to an average staff utilization of about 70%. That compares to a 65% industry standard.

If your MSP isn’t meeting that standard, investigate the causes: Are techs on the phone too long? Is lack of training forcing them to do too much research? Are they still doing mundane, repetitive tasks that could be automated?

Know Your Numbers—They Don’t Lie

Whatever the cause of profit leakage, it always comes down to numbers. You can’t stop a leak if you don’t know what is causing it. “Without proper financial visibility and accounting oversight, MSPs may not have a clear understanding of their financial health. This can lead to poor business decisions such as underpricing or overspending on resources,” says Buchianico.

Start from the beginning. MSPs should figure out profit and service margins before closing a customer contract, says Thornton. If you’ve taken care of everything else, he says, such as “your tools are correct, agreements are aligned with tools, and all customers are on the same toolset,” then you’ll be on the right track to stopping profit leak. ■

Actionable Tips To Boost Your Bottom Line

- ✓ Increase annual revenue 10%–20% with clear statements of work, defined deliverables, and appropriate pricing.
- ✓ Keep service payroll at 35%–40% of service revenue.
- ✓ Aim for 70% productivity per shift.
- ✓ Reduce costs by 10%–30% through vendor consolidation and regular audits.
- ✓ Calculate profit margins before signing contracts.



Pedro Pereira is a writer in New Hampshire who has covered the IT channel for two decades. He has worked for a variety of media companies, including Ziff Davis, CMP Media, The Nielsen Company, and daily newspapers.

Revolutionizing Efficiency:

Real-World Examples Of How AI And Automation Are Transforming The Way MSPs Work



Discover how AI and automation in Kaseya's IT Complete platform help MSPs boost technician productivity, streamline tasks, and scale profitably.



Nadir Merchant,
GM And CTO, IT Glue

What if your technicians could 3x—or even 5x—the number of users or endpoints they support? What if they could get smart summaries of ticket histories or not have to write resolution notes? What if those same techs no longer had to spend painstaking time creating and updating SOPs and other documentation?

Advances in artificial intelligence and automation within the MSP tool stack are making this all possible, enabling you to reap efficiency gains and scale your business without scaling your staff—ultimately driving up your profit and revenue.

A typical MSP today supports between 100-300 endpoints or users per technician. “We’d like to see that more like 1,000 or 1,500 endpoints per technician,” says Nadir Merchant, GM and CTO, IT Glue, Kaseya. “And we believe that AI is one of the most meaningful ways that we can get there.”

Here’s a look at the GenAI and automation capabilities in the Kaseya IT Complete platform and how MSPs are benefiting today.

Automated Documentation = Better Peace Of Mind And Time Saved

Kaseya has been on the leading edge of AI, introducing its Cooper Intelligence Engine in 2022 and continuing to build on that foundation throughout its platform. For example, Cooper Copilot for IT Glue, introduced in 2024, now has five applications: Smart Create to automate document creation; Smart Relate to automatically associate related documents; Smart Assist to help with curating and keeping documentation relevant; Smart SOP Generator, which records a technician’s behavior to automatically create an SOP; and Smart SOP Writer, which takes prompts from a technician to generate an SOP.

The first version of Smart Assist focused on SOPs; the second version, rolled out in January 2025, automates the detection and removal of duplicate configurations, Merchant says. Coming after that will be the ability to identify and remove stale and weak passwords.

“I’m a big fan of the Smart Assist feature,” says Frank Merino, COO of Forthright Technology Partners, an MSP based in Weston, Florida. “As a long-time IT Glue user, it has helped us remove outdated legacy data, reducing liability and giving us peace of mind with a lean, secure, and up-to-date documentation environment.”

MSPs are saving time too. “Since we launched Smart Create and Smart Relate, over 15,000 individual pieces of documentation have been either created or related to each other, saving over 750 hours of technician time,” Merchant says. And in a recent Kaseya user survey, 66% of MSPs said Smart Relate had provided them with meaningful suggestions, he adds.

“My favorite thing about IT Glue is the ‘Glue’—it really holds our team and service delivery together,” says Jason Etheridge, president of Logic Speak, an MSP in Alpharetta, Georgia. “Now, with AI, the heavy lifting is done for us. It’s the ONLY documentation platform we trust.”

Ticket Mastery

Kaseya also launched Cooper Copilot for PSA last October, for both Autotask and BMS. “It automatically generates resolution notes and a summary of what’s happened with a ticket to make it very easy for somebody who’s had a ticket escalated to them,” Merchant says. “And when they want to close a ticket, instead of having to write their own resolution notes, our AI will just simply write resolution notes for them. It’s about time savings and making it easier for them to do their job.”

For Merino, the Smart Ticket Summary in Autotask is saving his escalation team 800 minutes per month “by cutting through ticket chatter, enabling streamlined client conversations, and faster, more effective escalation actions.”

Nicholas Souris, a technical specialist at MPS business CMIT Solutions of Stamford, Connecticut, echoes that enthusiasm. “Cooper has made my work 10x easier. Summarize a 40-page ticket for me in seconds? Yes, please.”

Kim Drumm, director of business process management for Vitis Technologies, an MSP in Cincinnati, Ohio, notes the relevancy of the AI-generated information. “This is the first time I am seeing AI-generated content that I would actually use,” she says. “What I have seen from other tools doesn’t sound like a human. Cooper Copilot for Autotask is a game changer.”

There’s more to come in the first half of the year for Cooper Copilot for PSA, Merchant says, including ticket triaging and a “coach” that will allow techs to ask questions and receive instructions.

Redefining Value: Smarter, Secure AI Solutions

Kaseya is also taking care to address MSP partners’ concerns around data sovereignty and data protection,

Merchant says. For instance, they don’t use cross-tenant data to teach the models. “We will use some anonymized data for training or algorithms, but that’s very generic information,” Merchant explains. “When we’re making specific recommendations, everything is done on the tenant level, and that’s how we keep those things segregated.”

Cooper Copilot in Kaseya’s products is baked into the technology, not an add-on MSPs must pay for. “Unlike a lot of organizations, we’re not monetizing this. We want to make our technology more valuable, and this is one way we can do it.”

Empowering MSPs For The Future

AI and automation are no longer just buzzwords—they’re game-changing innovations transforming the MSP landscape. By leveraging tools like Kaseya’s Cooper Copilot, MSPs can drive efficiency, scale operations, and deliver exceptional service, all while staying ahead in a competitive market. ■

Generate New Business Faster With NETWORK DETECTIVE PRO + audit

If you could remove manual steps from the sales process, you’d free up your sales staff to sell faster. That’s a key reason Kaseya brought Network Detective Pro, an automated network scanning and detection tool, and audit, a sales presentation solution, into one platform.

Previously, audit required MSPs to collect and input data about a prospect’s environment manually. Now that process is automated with Network Detective.

“When it comes to collecting data, preparing reports for those sales meetings, MSPs find it a very manual process and time that they don’t have to spend on it,” says Brian Smith, senior product manager for audit, Secure Payments, and Network Detective. “This really condenses and saves them so much time to run a scan, run an assessment, prepare this report in a matter of minutes, and then present.”

He adds, “It’s really combining the best of both worlds. People have been asking for this, so we’ve been listening.”

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