WEBROOT®

5 STEPS TO HELP YOU AUTOMATE YOUR MSP BUSINESS FOR PROFITABILITY

Of all the assets MSPs must successfully manage to be profitable, the most important is time. To maximize your time, you need automation. Automation enables MSPs to increase productivity, reduce operating costs, and boost profitability—and it gives MSPs more time to focus on customer support and satisfaction to build strong client relationships and foster long-term customer loyalty.

With automation, you can:
- reduce the time technicians spend handling routine, repetitive tasks
- free up techs for revenue-generating activities
- speed up service delivery and increase client satisfaction
- cut the costs for service delivery
- put time back in your day

STEP 1: DETERMINE WHICH FUNCTIONS TO AUTOMATE

Obvious candidates for automation include internal processes that are ongoing and repetitive by nature.

Examples:
- Software updates and patches
- Regular disk cleanup and backups
- Customer-facing functions such as reporting and ticketing

STEP 2: ADOPT AUTOMATION TO DELIVER PROACTIVE SERVICES

By adding automation tools and other support apps, MSPs can provide a wide range of proactive services to clients that demand only limited manpower.

Examples:
- Remote monitoring and management (RMM) tools enable MSPs to automatically perform a variety of diagnostic and preventive maintenance routines to identify potential difficulties before they become major problems.
- Professional services automation (PSA) tools make it easy for technicians to remotely enter their time when they complete onsite services, ensuring that work is accurately tracked and recorded— key for an MSP to calculate their true cost of delivering services.
- Integrated RMM and PSA platforms offer even greater automation, including immediate generation of tickets when alerts are detected.

STEP 3: MANAGE DYNAMIC CLOUD-BASED SOLUTIONS

RMM and PSA tools can also enable MSPs to seamlessly manage dynamic cloud-based solutions, freeing providers from the limitations of employing a fixed set of assets. Look for cloud-based solutions and services that integrate with your existing platforms.

Examples:
- Endpoint and network security
- Backup and business continuity solutions
- End user security awareness training

STEP 4: AUTOMATE ROUTINE TASKS WITH APIS AND SCRIPTS

API and scripting tools enable admins to automate commands and processes on a more granular level.

Examples:
- Automating software deployment for on-boarding clients
- Creating customer billing statements
- Generating professional services reports

STEP 5: AUTOMATE POST-SALES COMMUNICATIONS

Post-sales communications that target customers' specific business challenges show them that their MSP is aware of—and actively engaged in solving—those challenges.

Examples:
- Customer satisfaction surveys
- Requests for feedback on specific solutions the MSP offers
- Newsletters that offer useful tips and advice on IT challenges clients may face

About Webroot

Webroot was the first to harness the cloud and artificial intelligence to protect businesses and individuals against cyber threats. We provide the number one security solution for managed service providers and small businesses, who rely on Webroot for endpoint protection, network protection, and security awareness training. Webroot BrightCloud® Threat Intelligence Services are used by market leading companies like Cisco, F5 Networks, Citrix, Aruba, Palo Alto Networks, A10 Networks, and more. Leveraging the power of machine learning to protect millions of businesses and individuals, Webroot secures the connected world. Headquartered in Colorado, Webroot operates globally across North America, Europe, and Asia. Discover Smarter Cybersecurity® solutions at webroot.com.

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