

Case Study CsC007 – MSP - Automotice

Category: MSP

Excerpt of Services to a Computer Organization Managed Services Provider

What are your current challenges?

A. Billing of Services (Competitive Prices /Correct Amounts) – Over the entire portfolio of product and services. MSP Services, Hosting Active Directory domains, Email, Citrix, File Servers. Will compare to current MSP offerings and prices to competition

- Remote Monitoring = Kaseya – has been used since October 2016

- Ticketing – Kaseya BMS – All have been trained (some more than others)

B. Time and Materials billing to customers (Projects) – Need to evaluate Kaseya BMS and internal use of product to determine if profit/loss can be calculated on a per customer basis. John feels that:

- Project Revenue = 20% profit margin

- Setup/configuration = 35% / Equip 10-20%

- Dell / MS Revenue 80%

C. Look for High Resource Customers – Determine if they are high resources, due to status of organization, what can be done to address, or is it just a toxic customer... decision to be initially based on data

D. Determine Current Value of Company – help evaluate, determine a future, I will need to review financials for the past 3 years (this information will be needed to help build measurable goals

E. All Founders are Grossly Underpaid – This will be reviewed, and addressed, will need to review job descriptions of current and create ones for future hires (as business plan dictates) techs are 10-15% under pay, everyone is putting in sweat equity.

F. Review Infrastructure Move - From Co-lo to a virtual AWS private cloud. Currently working on ROI – financially and scalability – Management currently expects a 40% reduction of cost, by eliminating Co-lo fees, licensing, racks, etc.

- Moving current customers will take 6-months, by utilizing a back end provider that will assist on the hi-tech side, but will need physical body's at time.

- We will need to investigate this more ROI

G. Business Goals and Objectives - Time frame, measurable and realistic, minimum of a 1 and 5 year business plan. Will need to review Mission and Vision, also any current business plan, Marketing, sales plan and Performa.

H. Founders Exit Strategy –This is currently about 30% complete. Paul will need to assist to determine what Strategy (financial or size) defines each founder's definition of exit.

- Review Letters and contract for all directors

- Review Operating agreement, Inc. or LLC

I. Business Continuation - upon a founder leaving, review at insurance options, financing options for partners, etc.

J. Board of Directors – Create this Board, what is in it for them? Identify people, by their current job and other board positions, and what they can bring to the table.