

Resellers outsourcing to se

The build-up to 2025 is the perfect time for MSPs to capture more business by adding additional capabilities. UK businesses will be presented with a myriad of new tech/comms options and will default to their trusted reseller partner when considering making these investments.

Whilst MSPs run the risk of losing business when these requests cannot be fulfilled, it is often hard to add new services and ensure competency and credibility simultaneously.

Some MSPs are using outsourcing and collaborative partnerships with suppliers to navigate this challenge, achieve a competitive advantage and build more value.

With this in mind, we asked our contributors how collaborative partnering between ICT suppliers and end user organisations can catalyse the outsourcing agenda and drive demand for the MSP model?



"The move to All-IP is the biggest opportunity the comms market has seen for a long time and the demand for the MSP model is going to grow exponentially, as end users seek to consolidate their supply chain and streamline their collaborative partnerships. Historically, new services from disparate suppliers were bolted on to existing old school comms, creating unwieldy and difficult to manage in-house solutions. This is eliminated by moving to cloud-based hybrid infrastructure solutions delivered by MSPs. High collaborating MSPs are much more likely to be trusted to install, implement, manage and keep secure an organisation's IT functioning, mission-critical systems and hosted telephony. An MSP that is reliable and delivers services consistently is worth its weight in gold. MSPs need to differentiate themselves from others by offering something they can't. It's essential to create value by adding vertical-specific integrations and innovate through vendors API's."



"There is huge opportunity for the technology providers to create real partnerships with MSPs which would benefit the whole industry. We currently don't see much collaboration; we are resellers rather than partners. Microsoft made huge changes to their licensing recently with limited guidance. IBM is trying to be more connected to the channel but there's a long way to go. The model in comms would be a great one for MSPs to follow. If one of the big players changed their framework and led the way, it would make positive changes. The more you collaborate the better for MSPs as we would be able to provide more knowledge for our customers and therefore bring more return for the suppliers. All MSPs have their superpower; for some it is verticals, for others it's something else. We focus on quality and ethics. The channel could categorise us in this way."



"Collaborative partnering is essential for MSPs to capture the most business. It's unrealistic to expect an MSP to offer everything, so outsourcing can often be the best way to capitalise on the breadth of opportunities available. MSPs will often come across a niche product or service requirement. Whilst it may not always be cost-effective or worth the investment for them to offer the product/service themselves, it could be a dealbreaker. Utilising the resources available from your supplier is the best way to bridge the gap and secure a larger slice of the pie. The key thing for MSPs to secure in the run up to 2025 is a supplier they can trust and work with to maximise their opportunities. Think of them as an extension of your business, someone who you can call upon when those niche requests arise. This will help to ensure a seamless customer experience."



"We continue to see organisations seeking to consolidate the ICT services they procure through as small a number of strategic partners as possible. Therefore, it stands to reason that the more diverse an MSPs offering is, the greater the opportunity they have. However, there's a catch. Customers still expect high levels of competence and credibility. The challenge faced by MSPs is how to expand their offering without diluting their capability. Partnering is a great way to avoid this, particularly in areas that aren't natural adjacencies to their current offering, where they don't have strong references, or where an internal resource investment wouldn't stack up until the new line of business reaches a critical mass. Most critically, MSPs must make sure that they still add value in this partnering model and create differentiation through innovations such as portals, automation and integration, to ensure success."



"Managed service providers can use collaborative partnerships with other third-party suppliers to achieve a competitive advantage and build more value for their customers. By partnering with suppliers, MSPs like FourNet can tap into new markets, technologies, and capabilities. This allows us to offer innovative services to customers and differentiate ourselves from the competition. Contact centres are a good example of how MSPs can use these partnerships to build more value. By working closely with their contact centre customers embarking on a digital transformation programme, MSPs can bring not only their core competencies, but new, innovative solutions. This allows them to provide a better overall customer experience and improve their bottom line. So, if you're an MSP looking to build more value, consider outsourcing your customer experience transformation programme. It's a great way to differentiate yourself from the competition and offer innovative services to your customers."



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BERNIE MCPHILLIPS
PANGEA

"With their customers' tenders rapidly expanding, MSPs have shown an increasing willingness to collaborate over recent years, and their typical clients include ICT subscription-based services. Early adopting, high collaborating MSPs are gaining an advantage today and there'll soon come a point when not playing in this space will be a significant disadvantage. We're seeing a big emphasis put on IoT, as everyone is looking to drive efficiencies, make savings, and future-proof their investments, with public sector frameworks operating on a point scoring basis. At Pangea we have partnerships with many of the UK's largest MSPs and have together won many multi-million-pound contracts. Best of all, this wave of change brings opportunities for the channel. Exciting times ahead!"



ALAN RIDDOCH
AGILITY COMMS

"While we're experts in our respective fields, our customers perceive us as experts in all things 'tech'. Therefore, the right partnerships help us surpass those presumptions and become the trusted tech adviser customers expect. The first step is finding partners in specialist areas that your customers see a genuine benefit in – security, mailing, merchant services – whatever it may be. This enables resellers to become more than simply 'voice and data' providers, and step away from the race to supply at the lowest cost. Resellers primarily stand to gain long-term loyalty, as well as far easier sales conversations with less pushback through the upsell journey, thanks to the trust that is built over time. However, resellers need to prove the credibility they've established and honesty they embody first, which is where the right partner can ensure accurate and prompt responses to more technical questions, which helps build that perception."



SOHINI RAITHATHA
REDSQUID

"With the current macroeconomics, we've seen PLC organisations realise that in-house IT helpdesk engineers are expensive, and now we are seeing a trend where businesses are stripping out their IT teams to cut costs. MSP's such as RedSquid provide a cost-saving alternative to an in-house IT team, while we also offer the opportunity to take organisations through the digital transformation and deliver essential and personalised cyber security solutions. In the lead up to 2025, differentiation is essential to supercharge growth. Your purpose, core values, and sustainability are all factors that drive individuality and enable customers to decide who they want to take them safely through the security landscape and digital transformation. As the whole industry is now working to move customers from legacy systems onto modern and future proof technology, your brand and personality is what allows you to stand out from the crowd and work towards growth."



MARK PILLOW
VOIP UNLIMITED

"When MSPs knit-together solutions from multiple providers into a single all-encompassing solution, they enhance the value they provide for end-users. The 'one supplier' customer experience is far simpler and more streamlined, making every aspect from billing to support much easier, in turn increasing customer satisfaction. From the reseller's point of view, customers take more products, increasing their 'stickiness', for longer relationships which produce greater, more predictable revenue. While leveraging these new vendor relationships to open up new customer and market opportunities, channel operations should also focus on finding efficiencies to help current customers through these turbulent times. By acting more as consultants than resellers, MSPs can position themselves as experts, building their credibility and knowledge base, leaning on their vendors for support in new technologies and deployments and establishing themselves as their customers' first port of call for digital transformation initiatives."



ANDREW DICKINSON
JOLA

"Acquisitions done properly are a great way to efficiently grow EBITDA but even with the best integration plans, organic growth and product innovation are likely to stall. MSPs have to focus on standardisation of resource and IT systems and they need suppliers that recognise this and go the extra mile to help them grow regardless. Jola's best partners in this category take advantage of our ability to innovate and differentiate by outsourcing things like billing, support and fulfilment. This enables them to quickly cross-sell high margin MRR products into their ever-growing base of customers. Our portals and APIs allow them to integrate new products with minimal development resource and our productised MRG on-ramp process makes sure they are targeting their best prospects. We help them identify and fill the gaps in their capability to sell mobile data, and we are laser-focussed on ensuring they win their first deal."



DAVID WARDELL
EVOKE

"2025 and industry lockdown lessons continue to push traditional comms further into the IT space. With this new complexity, some resellers have turned to the 'agent' model and taken a more single solution, 'hands off' approach to this new market. However, as products continue to commoditise, many MSP's see opportunity borne out of providing more rather than less. This is being mirrored along the supply chain with ISPs and IT service providers making more products available to the channel, via alliances. This is powering broader offerings, all neatly wrapped in an added value (and added margin) service pack. Increasingly customers are seeing the value in this and are outsourcing many key IT services to single strategic partners. Growing volumes and wider revenue-earning portfolios are benefitting all and providing the potential for significant uplift in contract sizes. For those with the vision 2025 is a definite opportunity to supercharge growth."

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