



Driving SMB Growth in the Managed Intelligence Era

Read this guide to learn how to set your MSP apart and drive the outcomes clients need to grow efficiently.

pax8.com

Introduction

The technology market is moving faster than most SMBs can keep up. Changes in cloud infrastructure, AI adoption and rising security demands are reshaping what businesses need from their providers. This is the perfect opportunity for MSPs to lead the shift and differentiate themselves from competitors.

SMBs want future focused providers who can innovate, scale and deliver smarter outcomes. That starts with knowing where you are today and where you need to go next. Pax8 helps MSPs modernize their approach and step confidently into the role of trusted industry leaders.

Driving SMB Growth in the Managed Intelligence Era

Lead, Build and Power SMB Growth

Cloud, AI and security can feel overwhelming for SMBs. Market-leading MSPs deliver simplicity, clarity and business confidence that motivates clients to act. Pax8 strengthens leadership with vetted tools, tailored resources and guided support to help you steer clients forward with meaningful results.

MSP Resources to Scale SMBs

Marketplace Built for Growth:

Buy, provision, manage and monetize solutions through a connected platform designed for MSP success.

Guided Path to Managed Intelligence:

Build AI-readiness skills and repeatable services through Academy learning, confidently evolving from MSP to MIP.

Expert Support to Deliver Outcomes:

Extend your team and hand off bandwidth to experts, bringing AI-driven services to market faster.

Partner Growth Ecosystem:

Accelerate growth through enablement, community, programs, events and rewards.

Guided Path to Managed Intelligence

With AI, MSPs can create new services, deliver stronger outcomes and build sustainable growth. The key is learning how to turn AI demand into repeatable services. Pax8 powers the programs, expertise and guidance to make that happen.

AI Readiness Assessment: Understand where your business stands today and identify the next steps on your Managed Intelligence journey.

Managed Intelligence Program: Transition to MIP with frameworks, tools and support to build, sell and manage AI agent integrations and automated workflows.

Managed Intelligence Peer Groups: Collaborate with peers facing similar challenges while building strategy, capability and community.

Managed Intelligence Services (MIS): Deliver AI outcomes today with expert support while your team builds the capability to lead future engagements independently.

The Pax8 Marketplace: Built to Scale

The Marketplace isn't just where MSPs buy solutions. It's where they unlock growth using client-level insights, AI-ready tools and unified operational intelligence.

How the Marketplace Helps MSPs Drive SMB Growth

Grow revenue with client insights:

Identify areas for expansion and modernization with client data.

Turn data into growth opportunities:

Stay ahead of patterns, risks and solution gaps to help clients scale efficiently.

Manage renewals and risk: Get visibility into expiring services, usage trends and needed improvements.

Access analytics and reporting in one place:

Make smarter decisions with operational insights unified across your stack.

Seamlessly connect your business:

Sync workflows through PSA and platform integrations that reduce overhead and improve accuracy.

Discover agentic solutions that create outcomes:

Find tools that allow clients to adopt AI safely, efficiently and with measurable impact.

Streamline your business through a single lens:

Reduce operational complexity and guide clients with clarity.

Marketplace Insights

MSPs using Pax8 Marketplace tools have seen a nearly **65% increase** in the overall value of their orders.¹

50% of partners using Opportunity Explorer in the Marketplace have generated more revenue than MSPs without it.¹

Pax8 Voyager Alliance

A powerful, tiered partner program built to help MSPs grow with intelligence. Voyager Alliance supports providers at every stage with tailored enablement, education and resources that accelerate business outcomes.

Core Benefits Across All Tiers

Marketplace growth engine: Uncover client-level insights and SMB growth opportunities through Pax8 Marketplace.	Vendor NFR Licenses: Test enterprise-grade solutions at no cost to see what fits before recommending to clients.	Pax8 Academy On-Demand: Build new capabilities with AI-focused education courses, foundational learning and customized skill development plans for advanced tiers.	Expert technical support: Access round-the-clock support, with response levels and resources that scale by tier.
Pax8 events: Learn, network and grow through curated experiences to strengthen strategy and community.	Partner Advisory Council: Transform the future of the Pax8 platform by offering insights that influence future roadmap decisions.	Professional Services discounts: Engage with certified experts to accelerate delivery and reduce overhead at scaled pricing.	Tier-matched payment terms: Extend payment flexibility with 30–45 day terms based on your tier.

Industry Recognition

Pax8 Voyager Alliance received a 5-star rating in CRN’s [2025 Partner Program Guide](#), reflecting excellence in training, support, marketing and partner enablement.

Get the Voyager Alliance Guide

Pax8 Voyager Alliance empowers MSPs, ensuring you get the right tools, support and savings when your business needs them most. Read more about the benefits and tiers in our [Voyager Alliance program guide](#).

Pax8 Voyager Alliance Rewards: Earn as You Grow

Voyager Alliance Rewards helps MSPs earn points for the work that moves their business forward. As you grow through your **Voyager Alliance tier**, you earn monthly points that can be redeemed for curated vendor and Pax8 offers, tracked in your Rewards dashboard in the Pax8 Marketplace.

	 ALLIANCE MEMBER	 IGNITE PARTNER	 VELOCITY PARTNER	 TITAN PARTNER	 GALACTIC PARTNER
Marketplace of the Future Access to the award winning Pax8 Marketplace.	Fee	No fee	No fee	No fee	No fee
Voyager Alliance Rewards Get rewarded for growing with Pax8.		250 points/month	500 points/month	1,000 points/ month + 1% on monthly spend	1,500 points/ month + 2% on monthly spend
Academy Access to world class education.	On-Demand	Full access	5% tiered pricing	10% tiered pricing	15% tiered pricing
Professional Services Add extra bandwidth and expertise to your team.		✓	10% tiered pricing	20% tiered pricing	25% tiered pricing
Premier Exclusive sports and event marketing designed to accelerate your growth.				✓	✓
Account Management Dedicated team built to help you grow, reduce risk and scale efficiently.	Customer Service	✓	✓	✓	✓
Support Industry leading team of experts to help you solve any technical issues.	✓	✓	✓	Elevated	Premium
Events Access to world class Pax8 events and curated experiences.	✓	✓	✓	Complimentary Beyond tickets (1)	Complimentary Beyond tickets (3)
Partner Advisory Council (PAC) A chance to help shape the future of Pax8. <i>By invite only.</i>		✓	✓	✓	✓
Payment Flexibility Extended terms with Pax8 billing (subject to credit check and payment method).			30 days	30 days	45 days

Earn More as You Grow

Ignite: 250 points

Velocity: 500 points

Titan: 1,000 points (+1% earn on monthly spend)

Galactic: 1,500 points (+2% earn on monthly spend)

Points expire on a rolling 12-month basis and have no cash value.

Opt in through the Marketplace, redeem offers directly from your dashboard and track your points, history and rewards in one place. Voyager Alliance Rewards grows with you, turning everyday actions, training, purchases and engagement into meaningful incentives that support your business momentum.

Pax8 Partners See Unprecedented Sales Growth

Pax8 partners continue to succeed, scaling their businesses and unlocking greater profitability.

Partner Sales Growth Stats

510%

increase

Globally, Pax8 partners' combined customer base grew from 357,201 to 2,177,201 in just one year, representing a 510% increase.²

313%

increase

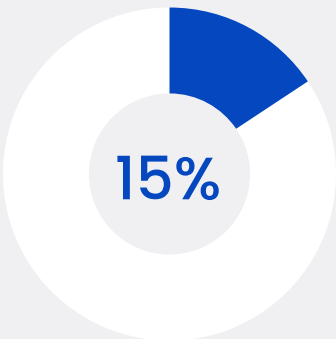
Between 2024 and 2025, Pax8 partners increased their product offers from 1,783 to 7,357, indicating a 313% increase.²

1.14

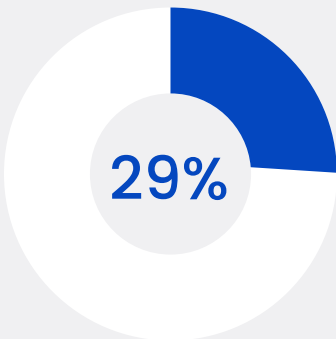
million new customers

On average, U.S. partners achieve the highest sales growth, delivering more than 54 billion units of products and services and gaining 1.14 million new customers annually.²

MSP change compared to baseline



increase in gross margin²



increase in sales²

Source: Internal Pax8 data

Education and Enablement: Upskill, Innovate, Inspire

Build stronger teams and develop innovative strategies through guided and self-led training programs and networking events, all designed to help you learn at your own pace.

Pax8 Academy

Learn on demand with 150+ courses, 600+ learning resources and 25+ instructor-led sessions.

AI and Managed Intelligence Readiness:

Develop the skills needed to adopt AI, create new service offerings and guide clients through their AI journey.

Sales and Business Enablement:

Close deals confidently.
Master the Pax8 Results Selling Framework to boost revenue and retention.

Foundational Training:

Hit the ground running with Pax8 basics, platform navigation, PSA integrations and earn entry-level certifications.

Peer Learning and Coaching:

Join group coaching calls and networking sessions with industry experts and peers to tackle real-world challenges with guidance.

Technical Certifications:

Deliver deep expertise and client value with hands-on skills and certifications in Microsoft, Azure, security and more.

Continuous Education:

Keep your team competitive with new vendor training, tools and ongoing updates for industry best practices.

Pax8 Events

Network with Peer Groups and gain expert-level insights at our transformative events, alongside hundreds of MSPs ready to innovate.

Launch Briefing

Kick off your journey with virtual intro sessions to the platform, new tech and partner benefits for new or prospective MSPs.

Microsoft Monthly Updates

Vendor Monthly Update

Discover product updates, roadmaps and go-to-market strategies from top vendors.

Mission Briefing

Sharpen your sales strategy with in-person workshops for structured selling techniques and vendor solutions.



Hear from industry leaders, gain actionable insights and connect with top vendors and peers in the Pax8 community.

Masterclass

Simplify the complexities of cybersecurity through learned data and AI governance, automation and sales skills.

Bootcamp

Level up cloud expertise and threat-response skills with Microsoft, Azure, AWS, AI and security training for engineers and technical staff.

BEYOND

Experience our flagship 3-day annual conference, packed with thought leadership, innovation and high-level networking.

Pax8 Enablement Growth Stats

300
partners

Over 300 partners
have graduated from
Pax8 Academy in the
past year.³

80%

Partners report 80%
cloud revenue growth
six months into working
with Peer Groups.³

82%

MSP Foundations
graduates average an
82% revenue increase.³

2.5x

Coached partners
have an average cloud
revenue that's 2.5x the
industry benchmark.³

Pax8 Professional Services: Support and Managed Intelligence Combined

Managing complex projects and growing AI skills can stretch your team thin. Pax8 Professional Services gives you on-demand access to AI-driven capabilities that enable you to deliver outcomes without overloading your staff.

Get the Results You Need with Professional Services

Managed Intelligence Services: Leverage expert support to monetize AI, deploy agentic workflows and guide clients through their AI adoption journey.

Seamless migrations: Confidently execute complex migrations across Azure and Microsoft 365 with certified specialists.

Simplified security: Reduce risk and streamline operations with support across leading security solutions like SentinelOne, Blackpoint Cyber, Avanan and more.

Custom projects: Extend your team with experts who design and deliver tailored solutions aligned to your clients' unique needs.

The Four Managed Intelligence Services Offered

Managed Intelligence Services (MIS) delivers outcome-priced, sellable services, either alongside the partner or as a white-label extension of their team. Partners maintain the client relationship and revenue, while Pax8 provides the technical depth to execute.

Four services are available at launch:

Copilot Readiness Assessment: A focused evaluation of a customer's Microsoft 365 tenant to assess Copilot adoption readiness.

Transformation Discovery Assessment Agent: AI-augmented discovery to help partners run consistent, high-quality transformation conversations.

Workflow Automation and Agent Builds: Bespoke design and delivery of intelligent workflows and AI agents, tailored to each customer's unique business needs.

Microsoft 365 Data Protection: Identify, classify and protect sensitive data across Microsoft 365 using Microsoft Purview Information Protection and Data Loss Prevention.

What Partners Say About Pax8 Professional Services

"The level of insight [Managed Intelligence Services] delivers is what we'd normally achieve after several hours of in-person workshops." "By automating that discovery and capturing individual input, it gives us a clearer, more objective starting point that shortens the sales cycle and helps us move faster into real transformation conversations, supporting our customers on their journey to becoming a Frontier firm."

– Chris Pottrell, Managing Director at Pax8 partner, Nebula IT

Driving SMB Growth in the Managed Intelligence Era

AI Enablement: Future-Proofing MSPs One Bot at a Time

As we mentioned in our [Agentic Inflection Point Report](#), AI isn't going anywhere, so it's time to adapt. Pax8 steers you through AI adoption from strategy to deployment, ensuring a seamless launch for you and your clients. Through our AI Guided Growth program, you can learn how to implement and leverage AI solutions like Copilot Studio, Azure AI and Entra Agent ID and get step-by-step guidance from a specialist.

AI Deployment Stats

54%

of midsize enterprises have already deployed AI.⁴

83%

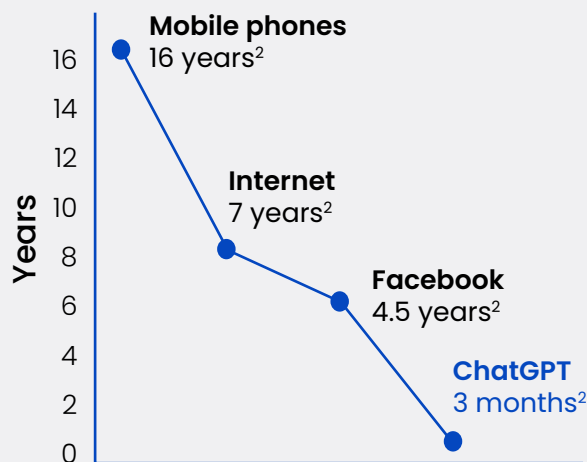
of high-growth SMBs are actively experimenting with AI.⁴

90%

of B2B buyers use generative AI for purchase decisions.⁴

SMB processing time decreased to under 24 hours after implementing a finance AI agent.

SMB error rates fell from 4.3% to 0.2% since incorporating AI, saving over \$245,000 annually.⁴



AI technology is being adopted faster than ever.

Make sure you don't miss out on this transformative tool.

MSP Success Stories and Case Studies

Read our full [case studies](#) to uncover how MSPs are doubling profits and maximizing efficiency with simplified solutions and Pax8 support:

Ambient Agent Powers MSP Automation

Shield set out to solve a major MSP pain point: Manual license procurement and reconciliation. They created an autonomous Ambient agent that integrates with the Pax8 Marketplace to monitor usage, compare it to paid licenses and correct mismatches automatically. The agent adjusts or removes licenses within data guardrails, while new software purchases always require engineer approval. What once took hours now happens in minutes, freeing engineers to focus on customers. Nearly half of Shield’s MSP partners now use ambient agents to manage procurement at scale, transforming internal operations.

The National Mall Goes Digital

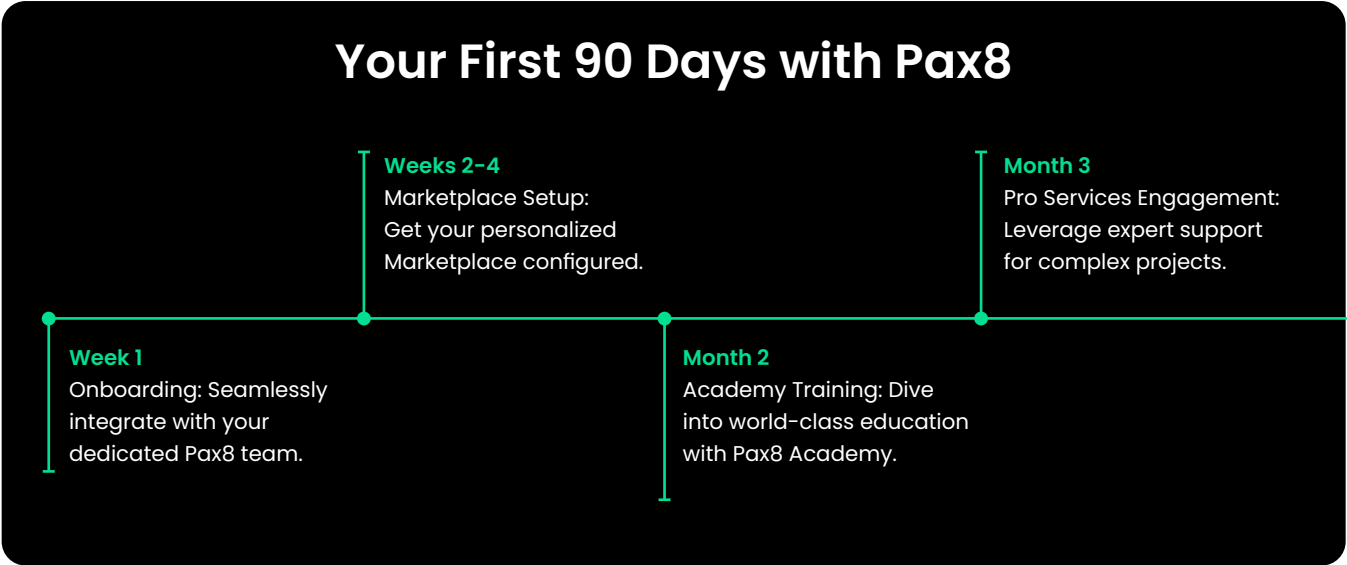
The Trust for the National Mall set out to reimagine how people experience one of the nation’s most iconic landmarks. With support from Pax8 and the Microsoft Elevate Team, the Trust partnered with **Centered Networks** to build a scalable digital platform capable of serving millions. Working with more than 35 collaborators, the team created the **National Mall Gateway**, an immersive 360° visual and storytelling experience that deepens engagement whether visitors are onsite or exploring from anywhere in the world.

What to Expect as a Pax8 Partner: Your Onboarding Journey

Ready to experience the Pax8 difference? Our onboarding process is seamless and fully guided. As a partner, you’ll receive:

Step-by-Step Onboarding: Our dedicated team guides you through every stage, from initial setup to full platform adoption.

Personalized Support: Gain direct access to our team of experts who understand your business and deliver tailored guidance at every step.





Join 47,000+ MSPs and Grow Smarter with Pax8

Make the shift through AI readiness and lead the market as a Managed Intelligence Provider. The future of your MSP is purpose-driven growth, not persistent problems. Pax8 enables you with AI-ready tools, insights and expert support that turn opportunity into momentum. Grow smarter, modernize your operations and guide clients confidently into the AI era.

Your next stage starts here.

[Schedule a consultation](#)

[Start winning with Pax8](#)

pax8.com

1. [Legacy is a Liability: How Marketplaces Help MSPs Win](#)
2. [Pax8 Internal Data](#)

3. [Pax8 Academy Guide](#)
4. [The 2025 Agentic Reflection Point Report](#)