



The MSP's Guide to Selling Network Solutions

How to Position Network & Connectivity Solutions to Your SMB Clients

About This Guide

This guide discusses how MSPs can add network and connectivity to their stack through Pax8 to meet the needs of their SMB clients and offer comprehensive technology solutions.

Introduction

- The Vital Importance of Network in the Digital Workplace 1
- The Network & Connectivity Challenge for MSPs 2

Positioning Network Solutions

- SD-WAN Solutions from Pax8 3
- Connectivity Solutions from Pax8 4
- Target Clientele & Qualifying Questions 5
- Advancing the Network Conversation 6
- Email Template: Connectivity 7
- Email Template: SD-WAN 8

A Total Tech Solution

- Network & Connectivity: The Key to a Total Tech Solution 9
- Why Pax8? 10
- Sources 10

Introduction

The **Vital Importance** of Network in the Digital Workplace

With the rise of the digital workplace and the shift to Software as a Service (SaaS), bandwidth costs are exploding and the network matters more than ever. Pax8 has expanded our stack offerings so that MSPs can now offer network solutions that enable businesses to take full advantage of the cloud with high-performance connections to apps, services, data, and devices.

By offering in-demand solutions such as SD-WAN and connectivity, MSPs can realize the benefits of:

Capturing more wallet share:

By adding network solutions on top of SaaS, security, and endpoint-related services, partners can gain the lion's share of clients' tech spend.

Offering a complete solution to increase stickiness and value:

Solidify the partner's role as the trusted tech advisor for ALL their clients' needs and offer improved value through a comprehensive stack offering.

Moving upstream:

Network solutions can enable MSPs to move upstream into larger enterprise deals.

Cloud-First, Digital Transformation

Gartner surveys found that **more than a third of organizations** see cloud investments as one of their top three investment priorities.¹

The average firm with over 250 employees uses **over 100 SaaS applications**. Firms with no more than 50 employees use around 25-50 SaaS applications.²

By 2021, **94% of workloads** will be hosted in the cloud.³

Escalating Network Requirements

Legacy WANs are expensive, complex, and unable to meet the skyrocketing bandwidth demands of the digital economy.⁴

Optimizing the network to support cutting-edge technologies remains a top WAN objective for 61% of IT decision-makers.⁵

Network management simplification is the top expected IT benefit of SD-WAN adoption, and the top three expected business benefits are increased efficiency, improved security, and cost savings.⁶

Introduction

The Network & Connectivity Challenge for MSPs

MSPs have typically focused on offering cloud applications, security solutions, and endpoint-adjacent services – not the underlying connectivity to the cloud. That’s a big piece of a clients’ tech spend that’s going into someone else’s pocket! However, the ability to sell into the network segment of the business technology ecosystem has been historically lacking for MSPs who have been held back from capitalizing on this revenue opportunity due to:

Lack of Expertise

Networks can be highly complex with a lot of nuances. And, from “MPLS” to “frame relays,” there’s a lot of network terminology to master to feel comfortable selling these solutions.

Variable Vendor Availability

For network solutions, vendor availability can differ from building to building, depending on which vendors have equipment or capabilities to provide service in the building.

Complexity of Quoting Process

Network needs are never one-size-fits-all and the quoting process isn’t simple. Vendor availability must be established for the specific building and a wide range of client requirements defined. Sometimes site surveys are required which can add to quote times.

Lengthy Procurement Timelines

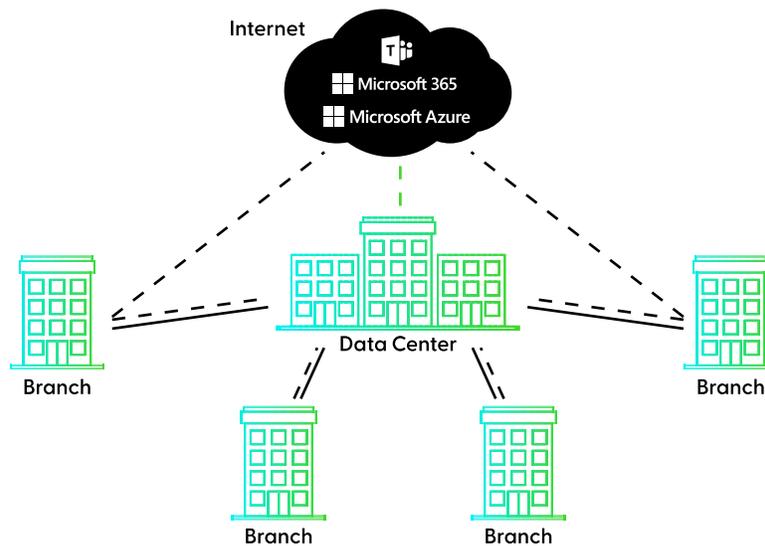
Installing Internet service can vary widely depending on provider availability. Broadband can take around 7 days to install, while fiber circuits can take from 30 days up to 120 days if a fiber build-out is required.

Positioning Network Solutions

SD-WAN Solutions From Pax8

Gartner predicts SD-WAN adoption will reach 60% by 2024.⁵

A Software-Defined Wide Area Network (SD-WAN) intelligently, dynamically, and securely routes traffic across multiple transport services to optimize network efficiency for greater reliability and better application performance.



SD-WAN Benefits Include:

- Application-aware to prioritize critical traffic
- More efficient peering
- Diversity and redundancy for improved resiliency
- Quality of Services (QoS)
- Additional levels of intelligent security
- Flexible deployment options
- Simplified administration and troubleshooting
- Online traffic engineering

Improved Performance

SD-WAN can combine the bandwidth of multiple WAN connections which allows for rapid application deployment

Improved Security

SD-WAN improves network security by encrypting WAN traffic as it moves from one location to another, helping IT admins detect attacks more quickly

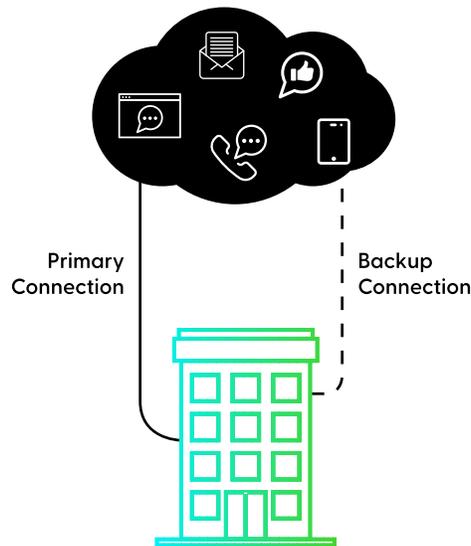
Improved Reliability

Moving to SD-WAN allows companies to order multiple Internet links to maintain high availability

Positioning Network Solutions

Connectivity Solutions From Pax8

Connectivity solutions offer fast, reliable Internet access. Fiber solutions are ideal for high performance bandwidth demands, while affordable broadband solutions for primary and backup connectivity can minimize the risk of downtime.



Benefits Include:

- Improved speed and reliability with tighter service
- level agreements (SLAs) and guaranteed speed
- Improved security via highly secure, dedicated connections
- Increased bandwidth
- Increased resiliency due to backup connections

Fiber

A network of high-speed fiber optic cables is able to deliver high-speed data across greater distances, resulting in much faster download speeds

Broadband

A connection via existing copper phone lines or coax cable for transferring data

4G/Satellite Backup

A secondary connection for mission-critical data

Positioning Network Solutions

Target Clientele & Qualifying Questions

<p>Vertical</p>	<p>SD-WAN</p> <p>Any</p>	<p>Connectivity</p> <p>Any</p>
<p>Current System Challenges</p>	<p>Migrating workloads to the cloud</p> <p>Dealing with issues around network quality, network cost, network reliability across multiple locations</p>	<p>Seeking a fast, reliable, secure Internet connection</p>
<p>Qualifying Questions</p>	<p>What complaints do users have about network performance?</p> <p>Which connections are underutilized or only used for backup?</p> <p>What are your mission-critical applications?</p> <p>Where are they located?</p> <p>How much bandwidth do you consume on average?</p> <p>How about at peak times?</p> <p>What are your biggest challenges in managing network costs?</p> <p>If you could improve one thing about your network, what would it be?</p>	<p>What are you currently using for Internet connectivity today?</p> <p>How many locations need connectivity?</p>

Positioning Network Solutions

Target Clientele & Qualifying Questions

It's not uncommon for SMBs to think of Internet as a commodity and simply look for the lowest-cost provider to get connected (which can lead to frustrating service quality that doesn't meet their business performance needs). As tech advisors, MSPs should shift the network and connectivity conversation to a solution focus, emphasizing the need for careful planning and investment to achieve optimal business performance that saves money in the long run through scalability, efficiency, and minimized downtime.

With so much data and so many apps in the cloud, **can your business afford downtime?**

A redundant, backup Internet circuit is critical (and affordable) insurance against outages.

SD-WAN solutions have built-in diversity and redundancy for network failover.

Do you have **rising bandwidth needs** due to a move to SaaS-first?

Fiber Internet is an ideal fit for high-performance bandwidth needs.

SD-WAN optimizes application performance by intelligently prioritizing critical traffic through the network.

Does network management consume **too much time and too many resources?**

With automation capabilities, dashboards for visibility into network performance, and the ability to set priorities to let the network make routing decisions, it's no surprise that one of the top drivers for SD-WAN adoption is simplified network management.⁶

Positioning Network Solutions

Email Template: Connectivity

Probing your clients about their Internet failover capabilities can be an easy path to discussing network solutions with your clients. Here's an email template you can use to start the conversation.

New Email – □ ×

To: **CLIENT**

Subject: What's your backup plan for an Internet outage? 📎

Dear **[CLIENT CONTACT FIRST NAME]**,

With so much business in the cloud these days, you can't afford downtime. Do you have a backup Internet connection?

A redundant failover circuit is critical to keep business on in the event of a construction cable cut, natural disaster, or equipment failure that takes out your primary Internet connection.

If you don't have one in place, we should discuss your options – backup connectivity can be quite affordable! We can also discuss if your current Internet performance is keeping up with your business needs as you move more data and apps to the cloud.

Let's set up a call to talk over your Internet connectivity needs. What's your availability this week?

Thanks,
[MSP NAME]

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Positioning Network Solutions

Email Template: SD-WAN

This email template focuses on SaaS adoption as a driver for SD-WAN due to the ability to prioritize traffic.

New Email – □ ×

To: **CLIENT**

Subject: Is your network keeping up with your SaaS needs? 📎

Dear **[CLIENT CONTACT FIRST NAME]**,

A lot of businesses find that their legacy network just can't keep up with the modern network requirements of our SaaS-based world.

Have you considered SD-WAN? It's a modern network solution that optimizes your network efficiency, prioritizing traffic from critical applications to ensure optimum performance while providing layers of security and resiliency to minimize the risk of downtime.

If you'd like to learn more about SD-WAN and discuss options, let's set up a call – do you have availability next week?

Thanks,
[MSP NAME]

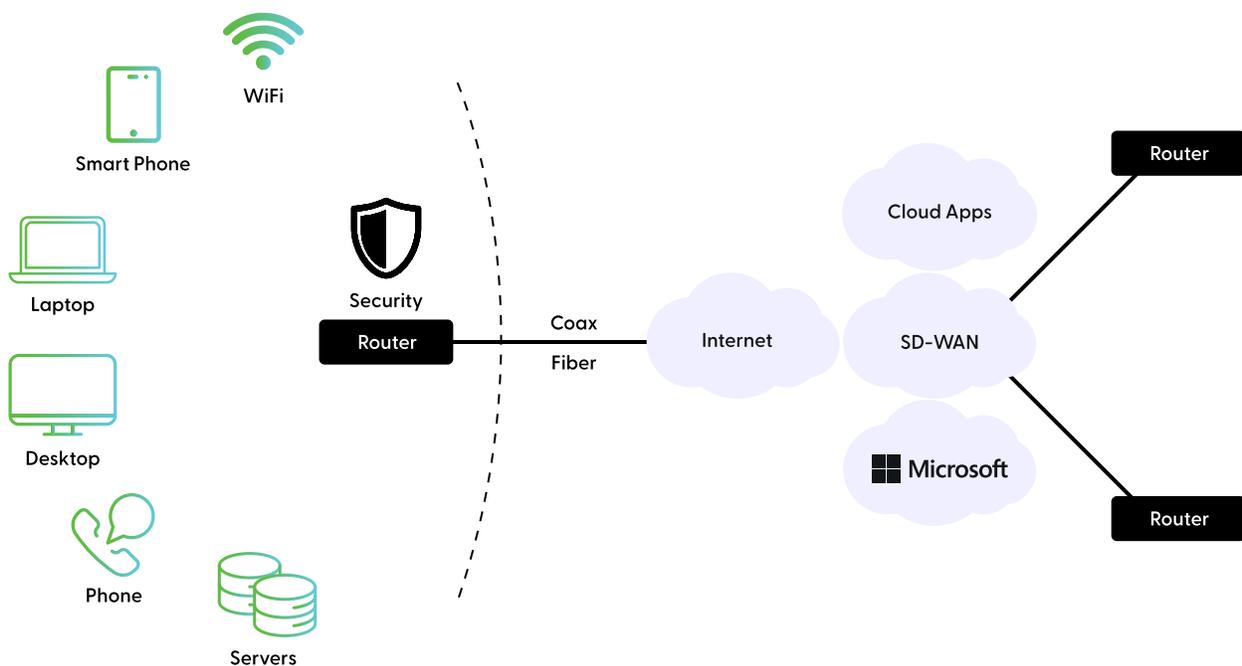
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A Total Tech Solution

Network & Connectivity: The Key to a Total Tech Solution

As businesses operations converge on the cloud, organizations want to reduce complexity and time spent managing vendors by procuring their tech solutions from a single source. The channel is now competing to become the sole trusted tech advisor for the lion's share of clients' tech spend.

By offering a complete tech solution that includes network, connectivity, and communications, in addition to the traditional MSP tech stack of cloud apps, endpoint management, and security solutions, MSPs can solidify their role as the trusted advisor for ALL their clients' technology needs. Additionally, the "one-stop shop" approach allows MSPs to offer improved value through the operational and monetary efficiencies of service consolidation.



A Total Tech Solution

Why Pax8?

Pax8 wants to simplify the cloud journey to enable partners to sell cloud solutions and services the way they want, as easily as possible. By expanding our stack to include network, we're enabling MSPs to offer a complete technology solution that encompasses cloud apps, endpoints, security, AND connectivity – making MSPs increasingly relevant and “sticky” with their clients.

Want to discuss network and connectivity solutions you can offer as part of a comprehensive tech stack?

Pax8 Is Here to Help.

Schedule a Call

Other Resources

MSP Playbook –

How to Offer Network & Communications Solutions through Pax8

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