



## Tech for Nonprofits Playbook

MSPs have an exciting opportunity to grow their business by breaking into the nonprofit market. Discover how Pax8 empowers partners to serve their nonprofit customers by harnessing the full potential of technology.

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# Pax8 Tech for Social Impact (TSI) Program

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## What is the Tech for Social Impact program?

At Pax8, we are steadfast in our dedication to empowering MSPs who serve nonprofits as they tackle pressing global issues through relevant, affordable, and cutting-edge cloud solutions. We offer you the chance to make a profound difference in society and expand your impact with our exceptional cloud technology, unwavering support, and top-notch services. Together, we can drive forward the cause of social good and create a brighter future for all.

The Pax8 nonprofit program is part of our organizational focus on making a positive social impact, globally. Tech for Social Impact provides affordable and accessible technology and tools to help nonprofits of all sizes achieve their missions. Some of the ways Pax8 is dedicated to our nonprofit program include leveraging discounted products and grants available to eligible nonprofits, as well as custom-built solutions for your MSP.

The hyper-relevant products, services, education, and enablement Pax8 offers to our MSPs gives that time back to their nonprofit clients, so their nonprofits can continue to focus on their larger mission. When you learn how to better engage this market, the opportunity to grow your business and your community brand and reputation is abundant.

## The Pax8 and nonprofit difference

Pax8 is committed to delivering relevant, affordable, and innovative cloud solutions to help nonprofits tackle the world's biggest challenges. As a leading cloud marketplace in the nonprofit sector, Pax8 partners with more than 3,000 MSPs who serve more than 6,000 nonprofits globally. We are the number-one Microsoft provider to MSPs and nonprofits in North America and third globally. Pax8 has a dedicated, award-winning support team there for you 24/7 with resources and expertise to enable you to grow your business while advancing social good. Let us extend your reach by providing cloud technology, support, and services.

## The opportunity

### Reach new markets

Capitalize on the underserved nonprofit sector. Offer a wide range of services, including cloud computing, cybersecurity, disaster recovery, and IT consulting, tailored to meet the unique needs of each nonprofit.

### Help optimize IT spend

With practical cloud solutions, nonprofits can reduce overall costs while also improving security by protecting themselves from cyberthreats and data leakage.

### Activate your brand

Retain top talent by deepening your nonprofit practice. Doing good work and giving back can boost employee morale and generate better brand loyalty.

### Make a positive impact

Support those who support others. Help nonprofits achieve cost savings by providing them with access to cutting-edge technology at a fraction of the cost of building and maintaining their own infrastructure.

# Pax8 nonprofit offerings

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The opportunity for managed service providers (MSPs) in growing their nonprofit business is substantial. Nonprofits rely heavily on technology to support their operations and deliver their services, making them prime candidates for MSP services. MSPs can provide these organizations with the support and solutions they need to manage their technology infrastructure, ensure data security and compliance, and optimize their systems for maximum efficiency. Grants and discounts are available for key vendors.

## Microsoft

With Microsoft's Tech for Social (TSI) Program, we can offer grants and discounts on over 70 cloud solutions, including Microsoft 365, Azure, and custom-built solutions for nonprofits with Dynamics 365.

[Discover all TSI Microsoft solutions](#)

## BitTitan

BitTitan enables nonprofits to migrate email and data from any source, easily, whether on-prem or in the cloud.

[Learn more about BitTitan](#)

## IRONSCALES

IRONSCALES provides nonprofits with a bundle of advanced email security services and training, including AI-powered incident response, phishing simulation, training, and more.

[Learn more about IRONSCALES](#)

[For more information on all nonprofit SKUs, please reach out to our Pax8 team.](#)

## Eligibility

Don't miss out on accessing discounted and donated solutions for your nonprofit organizations from top vendors. Because there is a wide variety of these solutions available to nonprofits, we want to make sure our partners and their customers are eligible to realize their full potential.

Check if your clients are eligible and begin the registration process by contacting your Pax8 rep.

# Pax8 empowers MSPs to learn, grow, and succeed

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We give our partners the education, tools, and support every MSP needs to expertly navigate and provide top cloud solutions to their clients. Our partner program is specifically designed to enable our partners to:

- Grow their business by acquiring new clients, increasing wallet share of existing clients, and identifying new revenue streams
- Gain efficiencies in billing, delivering solutions, and supporting clients
- Reduce business, technical, and operational risks

## Partner education and enablement

Education and enablement are at the core of the Pax8 mission to support the growth of our partners' business across all sectors and solution types. From courses, guides, and events, we offer a wealth of educational resources to support our MSP partners on their cloud journey and the greater nonprofit community.

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## pax8Academy

Access a growing library of on-demand courses and content that will help you set your nonprofits up for success via cybersecurity, communications, and more.

Get the nonprofit resources

Not a partner yet? [Sign up to access resources](#)

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## pax8MissionBriefing

Mission Briefings focus on best practices for securing and backing up your cloud environment, while helping you uncover upsell and cross-sell opportunities within your existing client base, including nonprofits. You'll also learn about new technology vendors to complement your end-to-end cloud stack and enable you to best serve your nonprofit clients.

Register here

# Pax8 empowers MSPs to learn, grow, and succeed

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## pax8Bootcamp

Our hands-on, virtual Bootcamps are designed to give you the tools to prepare for more advanced cloud solutions and help you navigate the complexities of adopting and selling top cloud solutions.

**Azure Bootcamps** include hands-on learning labs and a go-to-market strategy with Pax8.

**Microsoft Modern Workplace Bootcamps** offer technical deep dives into Microsoft 365 features and functions and best practices.

**Dynamics Bootcamps** include a deep dive into how to automate sales processes and build low-code apps with Business Central, Power Platform, and CRM.

**AWS Bootcamps** take an in-depth look into Amazon Web Services (AWS) and our experts help you build a roadmap based on best practices.

**Security Bootcamps** dig deep into the ins and outs of cybersecurity and how to build a secure end-to-end tech stack.

[Register here](#)

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## pax8ProServices

If you're ever short on staff, resources, or expertise, you're not alone. White-labeled Professional Services from Pax8 add bandwidth to your team on projects that are too time-intensive or outside of your team's expertise, helping you plan, assess, design, migrate, customize, and optimize cloud solutions.

[Explore Professional Services](#)

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## Sales and technical support

With 24/7 support from a team of experts with over 500 certifications, we resolve 85% of requests in-house.

# Powered by the Pax8 Marketplace

Our dynamic platform simplifies the way partners buy cloud products from vendors by connecting the channel ecosystem to our award-winning cloud marketplace. Our Marketplace enables partners to seamlessly deliver and manage cloud solutions from one place.



## Single monthly bill

We save our partners 7-10 hours each month by delivering a single, easy-to-read invoice. On average, this provides a \$25K revenue gain.<sup>1</sup>



## Instant provisioning

With our 98.5% fully automated provisioning, our partners don't waste time waiting for solution provisioning. The 1.5% of manual provisioning takes less than 15 minutes.<sup>2</sup>



## Industry-leading PSA integrations

Browse products, place orders, update seat counts, manage and import company data, and customize billing agreements – all from your preferred PSA tool.

# Ready to grow your nonprofit business?

Our team is here to help you at every stage of the journey, enabling you to best support those who support others.

[Schedule a call](#)

#### Sources

1. A commissioned Total Economic Impact study conducted by Forrester Consulting on behalf of Pax8, December 2021

2. Pax8 internal data, 2023