



Kaseya Ups the Ante with Powered Services 2.0 – a Turnkey Framework for MSPs, Developed by MSPs, to Expand Services and Grow Revenue

The most complete framework of its kind in the industry; new “Done for You” sales and marketing collateral combined with out-of-the-box service delivery aim to help MSPs build \$1 million business lines

Las Vegas – CONNECT IT – May 7, 2019 – [Kaseya](#)®, the leading provider of IT infrastructure management solutions for both external service providers (MSPs) and internal service providers (IT departments), today announced [Kaseya Powered Services 2.0](#) – the industry’s most comprehensive set of offerings to help MSPs build new recurring revenue streams in key strategic areas such as security, compliance and backup, and to help MSPs win at every stage of the service lifecycle to grow monthly recurring revenue.

Security, compliance and backup services are the three fastest growing revenue streams for MSPs today. Available now, this new generation of Kaseya Powered Services provides a deeper-than-ever well of resources that MSPs can draw on for effectiveness from service design, marketing readiness and sales execution, all the way to profitable service delivery.

Powered Services builds on its previous innovation of delivering custom-designed, “Go-to-Market-in-a-Box” offerings that enable MSPs to increase monthly recurring revenue by adding many rich new capabilities designed to help MSPs rapidly build their business. Designed in concert with MSPs and leveraging synergies across the Kaseya family of companies, including the latest addition, [ID Agent](#), Powered Services marries best-of-breed strategies including ID Agent’s successful Goal Assist™, a program developed to actively assist MSPs to close new business. This, combined with Kaseya’s existing Powered Services, provides the most complete framework of its kind in the industry to give MSPs the edge they need to differentiate their services.

“In working with our over 26,000 MSPs worldwide, we know that MSPs often need help to rapidly build their services. We consistently hear that to gain an edge in their hyper-competitive markets, MSPs feel it’s crucial to be on top of their game in how they position, market, and sell solutions,” said Fred Voccola, CEO, Kaseya. “With the addition of Goal Assist into our existing Powered Services, Kaseya takes the next step - the most important step - in our continued goal to help our MSPs grow; today we are actively helping our MSPs to close new business.”

Kaseya Powered Services 2.0 delivers four key areas for an MSP:

Service readiness: Instead of merely focusing on the technical details of a solution, Powered Services coaches MSPs on how to position and sell the services. Using industry standards and best practices, the offering provides a marketing strategy success blueprint that covers everything from overcoming objections to effectively positioning bundled solutions to increase monthly recurring revenue. MSPs can also drill down into specific verticals such as healthcare, financial services, and legal.



Sales and marketing readiness: MSPs receive comprehensive, full-scale sales and marketing playbooks developed to help MSPs along every step of the sales cycle. The toolkit includes email marketing content, sample prospecting emails, suggested website landing page content to help convert leads, presentation content, training courses and “Done for You” sales and marketing materials. Adding Goal Assist then provides hands-on assistance with direct sales interactions to help MSPs close deals.

Service delivery: MSPs receive a 30-, 60-, and 90-day guided course that gives an MSP everything it needs to go to market and deliver a great product profitably. With a timeline of milestones, Powered Services keeps all parties accountable to the success of the new service delivery.

Business review: Quarterly business reviews take a pulse on implementations to see how participating MSPs are progressing, identify any barriers to success, and share new and current best practices for continued, long-term success.

“Powered Services 2.0 aims to give an MSP everything it needs to build a practice or service offering and turn each into a rapidly growing profit center,” said Dan Tomaszewski, VP, channel success and training, ID Agent. “This isn’t merely a bunch of tutorials or interactive videos but rather co-branded marketing materials coupled with detailed strategies that could cost a great deal of time and money for an MSP to produce itself. We’ve done all the hard work to create the empowerment materials that an MSP needs to not only sell a service, but be profitable doing so.”

“Kaseya Powered Services 2.0 fills an intense need for MSPs,” said Adam Schwam, CEO, [Sandwire](#). “We always say that our customers need IT infrastructures that generate profits rather than increase expenses, and the same holds true for ourselves, the MSP. We must deliver services profitably while keeping expenses to a minimum. We’ve been able to build a near \$1 million compliance practice with our [HipaacriticRX](#) offering, a subscription based HIPAA compliance service for medical professionals. The features in the new Powered Services iteration from Kaseya represent a big step forward, and present tremendous potential for the growth and success of our business.”

For more information on Kaseya Powered Services 2.0, please visit:
<https://www.kaseya.com/managed-service-providers/powered-services/>

About Kaseya

Kaseya® is the leading provider of complete IT infrastructure management solutions for managed service providers (MSPs) and internal IT organizations. Through its open platform and customer-centric approach, Kaseya delivers best in breed technologies that allow organizations to efficiently manage, secure, and backup IT. The Kaseya IT Complete platform is the industry’s most comprehensive, integrated solution suite purposely engineered to help IT both run and grow the business. It empowers businesses to command all of IT centrally, easily manage remote and distributed environments, simplify backup and disaster recovery, and automate across IT management functions. Kaseya solutions manage over 10 million endpoints worldwide. Headquartered in Dublin, Ireland and Miami, FL, Kaseya is privately held with a presence in over 20 countries. To learn more, visit www.kaseya.com.