The Economics of Scaling MSP Support and Provisioning:

How to Grow Your Business *and* Save Money

There's no doubt about it—managed services are in demand. Today, almost 55 percent of businesses are looking to managed service providers (MSPs) to help manage remote work needs and deliver increased security and value-added services. In 2020 alone, industry experts estimated the value of the MSP market at $215 billion and projected it to double by 2028.[1]

Overcoming the growth ceiling to scale smarter

While common business thinking says a company can grow as long as there's market demand, this isn't always the case. Many MSPs scaling into the midmarket (2,000-5,000 seats) can hit a "growth ceiling" caused by the complexity of running an increasingly large services business as new customers are added.

In order to overcome the growth ceiling, MSPs need to start with three things:

Automate everyday requests (like password resets, and service provisioning)

Streamline resolution of more complex helpdesk requests

Empower customers with self-service administration

Atria is an extensible automation platform and customizable toolkit that gives MSPs the ability to productize and standardize their business. Whether you need to streamline provisioning, reduce helpdesk overload, or offer customer self-service, Atria can help—and save you time and money in the process. Let's take a closer look at how.

For our purposes, let's use a composite partner profile.

MSP Sample Profile

- 1,500 users
- 1,800 tickets/month
- $50-$75/hr FTE tech support salary
- $75-$80/hr FTE senior escalation engineer salary

1. Automate everyday requests

Automation is the number one way to move the needle on business growth. The more customers (and seats) you take on, the less time is available for manual processes like onboarding and services management. Our recent survey of over 150 MSPs reveals midsized partners aren't taking full advantage of the benefits of automation.

In fact, the majority have only automated a quarter of their onboarding and management with another 3 percent automating 10 percent or less.

How Atria helps:

Atria reduces the time, money, and manual work associated with support and provisioning. Daily administrative tasks like password resets, moves/adds/changes, and access permission requests can easily keep helpdesk staff busy for hours. Atria can dramatically reduce ticket requests with customer self-service options, saving you time and money.

How much of your customer onboarding and services management is automated?

10%	33%
25%	42%
50%	19%
75%	5%
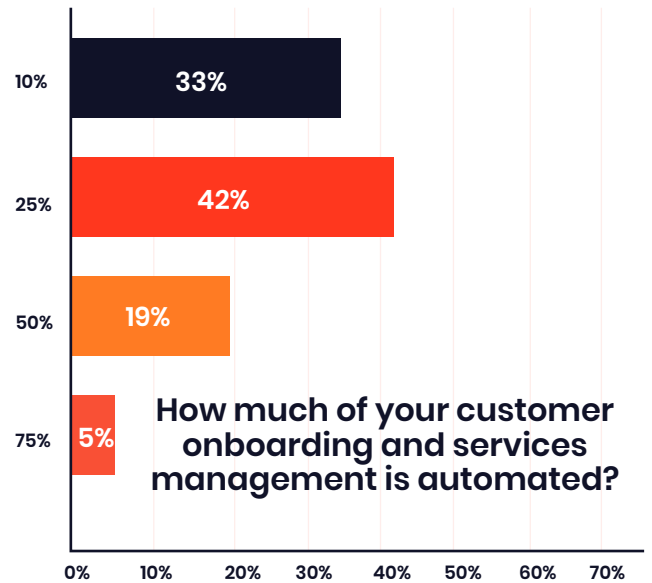
Time and money savings by automating with Atria

Task	Password Resets	Moves/Adds/Changes	Access/Permission Requests
Average time spent per month	14 days	19.8 days	39.1 days
Ticket reduction with Atria	50%	28%	22%
Average time spent per month with Atria	.08 days	2.3 days	5.7 days
Monthly cost savings	$5,568 – $8,908	$7,000 – $11,200	$13,360 – $21,376

2. Streamline resolution of request escalations

Today, many MSPs are offering and managing a blend of hosted services from multiple vendors and platforms. This means they are navigating multiple tools, dashboards, and management consoles. This can also complicate not only service delivery, but also issue resolution when things go wrong.

When a complex issue escalates, it moves from your frontline helpdesk to more experienced engineers, raising your costs and increasing the time it takes to solve the problem.

atria

How Atria helps:

While it may look like automating complex requests offers less savings, the numbers actually reflect a shift in issue resolution from a senior engineer back to your frontline helpdesk. That's because automation with Atria helps your frontline field much more complicated requests before they escalate to more expensive personnel.

Time and money savings by automating with Atria

Task	Complex Requests Requiring Escalation	
Average time spent per month	78.8 days	
Ticket reduction with Atria	7%	
Average time spent per month with Atria	58.6 days	
Monthly cost savings	$8,080 - $12,928	

3. Empower customers with self-service

Currently, 42 percent of MSPs are not providing self-service options to their customers. Whether it's resetting passwords or provisioning resources, anything a customer can't do themselves will cost you time and money since all roads lead back to your helpdesk.

How Atria helps:

Atria enables your customers to create and manage users, assign applications and reset passwords with its customer self-service portal, reducing your helpdesk ticket volume. In an average month, Atria can help reduce self-service tickets by 28 percent.

Time and money savings by automating with Atria

Task	Self-Service Tickets	
Average time spent per month	145 days	
Ticket reduction with Atria	21%	
Average time spent per month with Atria	57 days	
Monthly cost savings	$35,200 - $56,320	

The tools you need to grow your business

Automating everyday tasks, streamlining complex issue resolution, and giving customers self-service options not only helps your business scale, but it improves your customer experience. When you're going for growth, let Atria be the heart of scaling your MSP operations.

See for yourself by scheduling a demo or talking with an automation expert at getatria.com.

About Atria

Atria is a **unified Active Directory, Workspace and Microsoft 365 management portal** designed to help managed services providers scale their business and reduce operating costs.

As the heart of scalable MSP operations, Atria helps productize services and automate delivery for a consistent, standardized and improved end-customer experience.

Atria helps MSPs to streamline service provisioning workflows and administrative tasks, making it so simple that the frontline helpdesk can handle them instead of engineers. Atria also offers customer self-service through role-based permissions and allows MSP's to simplify services, licensing and operations with SKU-based billing.

Learn more at www.getatria.com

atria