

# SUCCESS STORY

Accomplishing remarkable growth in the course of a decade.

## IN PARTNERSHIP WE CAN ACHIEVE GREATER HIGHTS

This is a remarkable success story of one of our MSP partners, which has flourished over the past decade under the strategic partnership with MSP Square. In just ten years, they have achieved extraordinary growth, transforming from a mid-size company into an industry leader. This journey of expansion and success stands as a testament to the invaluable collaboration between our partner and MSP Square, showcasing their shared commitment to innovation, excellence, and long-term success.

## THE PROBLEM AND SOLUTION

### STATUS YEAR 2013

#### Operating as a mid-size MSP

- Select few customers
- Small sales team
- Limited services
- No after-hour support

### PROBLEMS

#### Challenges at the time

- Small sales budget
- High service delivery cost
- lack of skilled resources
- Slow growth
- No budget for building new services

### STATUS IN 2023 WITH MSP SQUARE

#### Operating as a large MSP in 4 locations

:

- Large customer base
- Big Sales, marketing, and management team
- Catering to all the technologies
- 24x7 services delivery
- Multifold growth
- Higher margins
- Higher Sales budget

### OUR VALUE PROPOSITION

#### Our partnership delivers value

- Access to the skilled talent pool
- No cost ramp up and ramp down
- No investment in building new services
- Cost optimization
- Access to best practices
- Quality of service delivery

# MILESTONES

MSP Square contributed to exceptional growth of our partner

2013

2015

2018

2021

2023

1000 end points  
small customer base  
1 location

2500 endpoints  
dedicated sales team  
24x7 support

10K+ endpoints  
Private Equity  
partners  
Cloud and security  
services initiative

2 msp acquired  
2 new locations  
20K+ endpoints  
Large size service  
contracts

1 more acquisition  
4 locations  
Large sales team  
10 fold growth  
Full-stack services

## DREAMING BIG

Our core strength lies in our team of over 200 certified and highly skilled professionals who are at the forefront of the IT landscape. These experts collectively drive MSP Square to deliver Managed Services, Cloud Services, and Security Services that not only meet but consistently exceed the evolving needs of our valued MSP partners.

For a decade and a half, we have cultivated lasting partnerships with MSPs across two continents, becoming an indispensable extension of their teams. By entrusting us with the critical responsibility of managing their network operations, MSPs can focus their energies on strategic growth and client satisfaction, knowing that MSP Square has its services securely and efficiently managed.

At MSP Square we understand that the IT landscape is ever-evolving. We stand committed to not only keeping pace with the latest technological advancements but staying several steps ahead. As we move forward, we remain steadfast in our dedication to delivering unmatched service quality, enabling MSPs to thrive in a competitive market.

In the dynamic world of IT services, where trust is paramount, MSP Square has earned its reputation as a trusted ally. Join us as we embark on years of innovation, partnership, and excellence. MSP Square - Your trusted partner for success, yesterday, today, and tomorrow.