

POWERING GROWTH

MSP SQUARE PARTNERSHIP SUCCESS STORY

"How Partnering with MSP Square Drove EBITDA Growth, 24x7 Service Reliability, Expanded Offerings, and Increased Sales & Marketing Investment for Accelerated MSP Business Growth"

VALUE

MSP Square proudly partners with MSPs across North America, generating **\$6.9 millions** in service delivery savings in 2025 alone. Over the past 14 years, our proven NOC, SOC, and Helpdesk solutions have delivered more than **\$150 millions** in total value, driving profitability, growth, and long-term operational excellence for our partners.

MSP SQUARE TEAM

MSP Square's 180 skilled engineers provide 24x7 NOC, SOC, and Helpdesk support, ensuring seamless operations, rapid incident resolution, and proactive management. Our global team enables MSPs to deliver reliable, secure, and consistently high-quality service to their customers.

Business Results & KPIs

The partnership delivered measurable gains, including steady revenue growth, reduced NOC costs, and improved profitability. EBITDA rose from 15% to 28% between 2020 and 2024, while SLA attainment exceeded 95%, ticket backlogs dropped 65%, and incident recovery times improved significantly, driving sustained customer satisfaction and long-term business value.

The collaboration also enabled the MSP to expand its service portfolio by adding three new offerings, broadening market reach and creating new revenue streams. Increased sales and marketing investment 3 times. This accelerated client acquisition and brand visibility, further strengthening the MSP’s competitive position and fueling sustainable growth.

Takeaway

Partnering with MSP Square transformed the MSP’s business—driving significant revenue and EBITDA growth, expanding service offerings, enhancing operational efficiency, and boosting sales investment. This collaboration delivered measurable results, improved customer satisfaction, and positioned the MSP for sustained success and competitive advantage in a rapidly evolving market.

Financial Status

Revenue
\$ 5.1 M

MSP Square’s strategic partnership enabled revenue growth from \$2.1 million to \$5.1 million in just five years, driven by service expansion, operational efficiency, and sustained customer retention.

Ebitda
\$ 1.7M

EBITDA grew from 15% to 28% in five years through efficiency, cost optimization, and scalable operations that enhanced profitability.

Net Profit
\$ 1.1M

Net profit increased steadily over five years, driven by revenue growth, higher EBITDA, and cost efficiencies, resulting in stronger financial stability and greater reinvestment capacity.

Monthly Opex
30% less

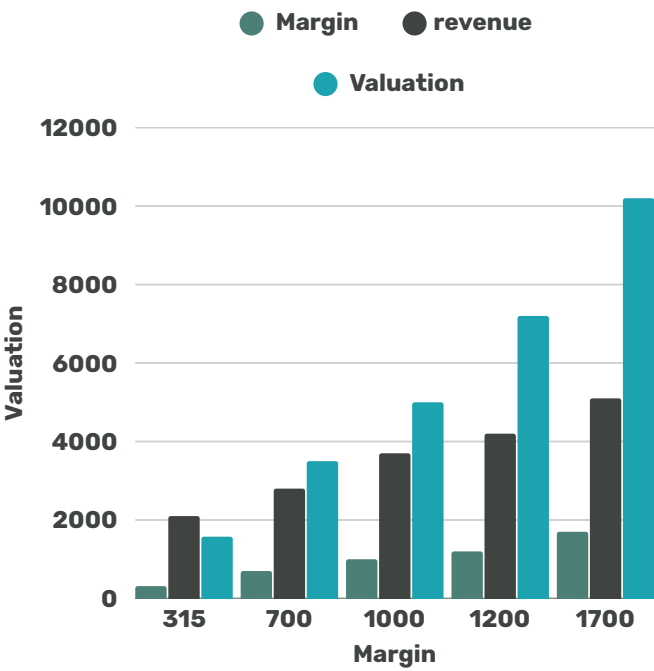
Before: high costs from staffing, training, and overtime. After six months: 20–30% reduction through MSP Square’s blended delivery model.

Sales Budget
up 3x

The sales budget increased by 3 times driving accelerated market expansion, enhanced lead generation, and stronger brand presence, which fueled significant revenue growth and customer acquisition.

Valuation
\$ 10.2M

The business valuation soared from \$1.5 million to \$10.2 million, driven by significant EBITDA growth, improved margins, and enhanced market positioning over the period.



Executive Summary

MSP Square helps managed service providers (MSPs) accelerate growth, stabilize operations, and improve profitability through white-label NOC, SOC, and Helpdesk services. This white paper describes how one MSP partner transformed operations, reduced costs, and improved service SLAs by partnering with MSP Square. The partnership delivered measurable business outcomes: consistent month-over-month service reliability, improved device recovery during vendor outages, and a clear path to higher EBITDA.

Key results:

- Increased EBITDA through operational efficiency and optimized service delivery costs.
- Achieved true 24x7 availability, ensuring uninterrupted support and faster incident resolution.
- Expanded portfolio with 3 new services, enabling the partner to win larger and more diverse client contracts.
- Boosted sales & marketing budget, fueling accelerated growth and market penetration.



The Partner: Challenge and Context

The partner in this case study is a mid-sized North American MSP facing pressure on margins, frequent staff churn in frontline support, and increasing client demand for security and 24x7 uptime. Specific challenges included:

- Rising operating costs as the MSP scaled.
- Difficulty hiring, training and retaining experienced NOC/SOC engineers.
- Service gaps during off-hours and during vendor outages.
- Need to demonstrate improved EBITDA to satisfy stakeholders and prepare for growth or acquisition.

Solution Design & Implementation

Collaborate

Discovery , Assessment & Roadmap (Weeks 0–2) : Work closely with partner leadership to understand unique challenges, align on objectives, and co-create a tailored service delivery roadmap.

Optimize

Onboarding & Integration (Weeks 2–8): Streamline operations, refine processes, and leverage blended onshore-offshore models to reduce costs and improve efficiency.

Scale

Add new services (Month 2–6):Expand service capacity and coverage without proportional increases in headcount, enabling 24x7 delivery with consistent SLAs.

Achieve

Hit defined KPIs, from SLA attainment to EBITDA improvement, through disciplined execution and continuous performance tracking.

Grow

Support business expansion through new service offerings, upsell opportunities, and strategic resource alignment that fuels long-term profitability.

Why This Partnership Scales

MSP Square’s pricing model maps to MSP’s of different sizes and maturity levels. The blended staffing model and proven incident playbooks let partners scale without linear increases in headcount, directly improving margin and valuation upside.

