

Where outsourced IT meets outsourced HR

The evolution of the MSP

Over the past decade, Managed Services Providers (MSPs) have taken on a vital role for small businesses. No longer is there a need to have an IT staff. MSPs provide around-the-clock remote monitoring of all network-connected IT equipment and software. Enterprise information is stored in secure locations and backed up seamlessly. Meanwhile, small business owners can focus on growing their businesses.

Having perfected this model, your industry is now on the doorstep of the next natural evolution – the expansion of this to “business transformation solutions.” The next generation of MSPs will go beyond the computer network with technology. Artificial intelligence, smart devices and the internet of things (IoT), mobile commerce, virtual reality, big data analytics and ubiquitous collaboration will create new opportunities.

MSPs must now bridge the gap between the available technologies and the business transformational opportunities. The gap is in determining how best to apply any of these new technologies to the client’s business in an integrated fashion. To be a trusted advisor to clients, you will need to take the lead in this technology integration in support of your clients’ business strategies.

In other words, your role of the MSP must shift from technology offerings for the client to client transformation opportunities as the primary focus. Technology is the means to the end, not the end.

Are you ready?

Many MSPs surveyed have indicated that they are ready for this change. According to CompTIA’s 2016 Trends in Managed Services Report, MSP responders surveyed reported that the following activities had medium to high priorities for their businesses:

- **Expand into new services** 96%
- **Expand business with existing clients** 96%
- **Align with new vendors** 91%

A new expansion opportunity for MSPs

One way MSPs can continue to evolve into a business transition solution is by partnering with other outsourcing vendors.

With Insperity, MSPs have a unique opportunity to partner with a trusted HR services provider. This partnership would create a means to provide your existing and new clients with access to outsourced HR services while generating a new revenue stream for your business. We offer referral payments to you for any new Insperity PEO client you help bring on board.

In this model, the MSP continues to handle things like cloud infrastructure, remote monitoring support and data security, while Insperity provides an instant HR infrastructure with administrative relief, better benefits, reduced employer liabilities, along with talent management and dedicated HR support.

Service delivery is our joint value proposition



Why Insperty?

Since 1986, Insperty has been a trusted HR services provider. Through our flagship, full-service HR solution, we provide everything small businesses need – from providing employees with access to Fortune 500-level company benefits to payroll processing, while helping to manage employer liability and HR-related compliance issues.

But when you partner with Insperty, there's no need to learn a new business. Through our innovative channel program model, we can provide local co-selling support directly to you. Local Insperty business performance advisors will partner with you to help introduce our offerings to your clients and prospects.

How it works

By teaming up with Insperty, you can expand your offerings, your earning potential and your reputation as a trusted resource.

Together, with Insperty, MSPs can:

- Expand cloud applications as a trusted IT, HR and business performance resource. Insperty does the selling after an introduction.
- Earn a residual revenue stream.
- Enhance customer relationships by connecting clients and prospects to local business performance advisors for their HR needs.
- Offer preferred partner pricing for Insperty solutions to clients and prospects.