

What is a Managed Service Provider (MSP) ?

An **MSP** is a **Managed Service Provider**.



AI Salehi  
DRIVEN BY INNOVATION & QUALITY

A Tech extension of your business

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**MSP** is a **Managed Service Provider**.

What does it mean to be an MSP?

An MSP is an IT business that services other businesses' IT needs on a recurring basis.

What MSPs do for Business?

MSPs take a proactive approach to IT:

Rather than waiting for something to break, shut down, or fail, MSPs ensure a customer's IT can avoid most tech issues in the first place.

This is particularly impactful because IT-related downtime can have a devastating impact on revenue and reputation for businesses of all sizes.



How do MSPs work?

MSP is a **Managed Service Provider**.

#### ANATOMY OF A MSP

#### BUSINESS GOALS

#### CAUSES OF DOWNTIME FOR MSPS

How an MSP is structured **depends on the size of the MSP**:

- Smaller MSPs may consist of a few employees who wear a lot of hats
- Larger MSPs have dedicated techs to offer support for their services



How do MSPs work?

MSP is a **Managed Service Provider**.

ANATOMY OF A MSP

BUSINESS GOALS

CAUSES OF DOWNTIME FOR MSPS

While MSPs may offer many services, these are a few of their major business goals:

- Increasing operational efficiency
- Improving accountability and dependability
- Providing accurate and accountable business insights



Operational  
efficiency



Accountability  
and dependability



Business  
insights

## Offerings

### What do MSPs offer?

**MSP** is a **Managed Service Provider**.

When discussing whether or not a company should outsource its IT department to a managed service provider (MSP), the first step is to understand exactly what an MSP is and does.

An MSP is an IT business that services other businesses' IT needs on a recurring basis. MSPs deliver a vast array of services to their clients, including ongoing monitoring and management of their applications, IT infrastructure, and more.

This is typically accomplished remotely, which allows MSPs to keep tabs on the health of their client's IT environments, change and update systems, and troubleshoot problems. MSPs closely monitor a wide variety of IT solutions a business has implemented, including:

- Web apps
- Desktop and server management software
- Backup and business continuity solutions
- IT disaster recovery plans
- Storage management tools
- Cybersecurity software
- Businesses outsource their IT to MSPs to ensure all their business systems, operations and networks remain up and running.

## Managed IT Services

Managed IT services typically provide the technical expertise needed but at a much lower cost to a business that would instead need to have IT professionals on staff. MSPs deliver the same services as in-house IT departments; they recommend, install, and manage all of a business' IT needs.

Hiring an MSP to deliver IT needs frees up the business to focus on innovation and growing daily operations.

### What services do MSPs offer?

Each MSP is different, and as managed services and IT needs have evolved, so have the offerings provided by MSPs.

These are some services offered by MSPs:



Some services offered by MSPs:



Co-managed IT services	+
Managed security services	+
Cloud productivity services	+
Technical support/Help desk services	+
Networking services	+
Business continuity and disaster recovery (BCDR) services	+

## Some services offered by MSPs:

### Co-managed IT services

This involves an MSP teaming up with an SMB's internal IT team to complement one another and work together to achieve the SMB's IT goals. Hiring an MSP to deliver IT needs frees up the business to focus on innovation and growing daily operations.

### Managed security services

For MSPs with a security focus, there are managed security services. These businesses are typically known as managed security services providers (MSSPs) and they specialise in ensuring clients' networks and devices are safe from cyberattacks.

### Cloud productivity services

These are essential services for MSPs, particularly with the recent shift to the cloud as a result of a remote workforce. This offering includes a service such as Microsoft 365 or Google Workspace to run a business's day-to-day operations.

### Technical support/Help desk services

Another staple service offering for MSPs, technical support/help desk is offered so clients can reach out to the MSP when there is an issue, and technical support will work to resolve it.



Some services offered by MSPs:

## Networking services

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That coffee shop down the street? Their point-of-service software needs the internet to work, and without it, they're losing profits. In today's always-on world, with businesses' operating systems relying on the internet, networking services are essential.

## Business continuity and disaster recovery (BCDR) services

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Various types of disasters could hit a business of any size at any time. These include natural disasters, cyberattacks, server failures, etc. BCDR services set up businesses for a quick restoration of business functions after a disaster.

## Pricing Model

**MSPs offer a variety of different pricing models.**

### Per Device Pricing

The managed service provider imposes a flat fee for each device under management to the customer.







### Per User Pricing

The managed service provider imposes a flat fee for each user, including users who use one or more devices.

### All Inclusive

The managed service provider imposes a flat fee for all the IT infrastructure support and management services.

The MSP is leveraging the latest and greatest of technology with a focus on leveraging automation.

	Security
	Data Protection
	Endpoint Management
	Networking
	Documentation
	Backup and Recovery

### An MSP's Toolkit

The technology toolkit includes tools to support a proactive security strategy, strategically monitor endpoints, design and architecting a successful network, business continuity, and disaster recovery strategy along with other tools to manage the intake and management of ticket requests. These technology products have all been designed to make the lives of those working for the MSP easier.

The MSP is leveraging the latest and greatest of technology with a focus on leveraging automation.

### **Security –**

The goal of cybersecurity for the MSPs is to protect their customers from malicious attacks. There are many solutions that have been designed to keep your customer's infrastructure running smoothly.

### **Data Protection –**

Data security, access control and data protection may sound similar, but there are critical differences.

- Data Security
- Access Control
- Data Protection

### **Networking –**

Networking in an MSP is the computing framework used to deliver network-based services, applications, and equipment to enterprises, residences, or other service providers.

### **Documentation –**

Documentation is one of the most critical components to the overall success of an MSP. This allows for a centralized repository for all your processes, IT assets and vendor documents.

The MSP is leveraging the latest and greatest of technology with a focus on leveraging automation.

### **Business continuity**

Business continuity is the business' level of readiness to maintain critical functions after an emergency or disruption.

Business objectives

- Inventories and process mapping
- Business risks and impact analysis
- Continuity strategy development
- IT recovery plan
- Testing acceptance and maintenance

The MSP is leveraging the latest and greatest of technology with a focus on leveraging automation.

### **Disaster recovery**

Disaster recovery is the organization's ability to respond to and recover from an event that negatively affects business operations.

- IT inventory (applications, hardware, connectivity, processes)
- IT strategy development
- DR strategy development
- DR & contingency planning
- Testing, audit maintenance



Throughout this presentation, you have learned:

The critical tools leveraged by an MSP to successfully support a proactive security and business continuity and disaster recovery strategy.

The three different pricing models offered by MSPs to accelerate their business growth and scalability.

Three technical career opportunities within an MSP to support customers' IT infrastructure.

















# What is next ?

# Companies Trust TMI-Amazing top 10 customers



400+ Users, UAE, KSA, Oman Qatar  
Everything managed and supported by TMI including email, and cybersecurity



METALTEK

where concepts take shape

Qatar  
Email and Email Security  
Managed by TMI



400+ Users, UAE, KSA, Oman Qatar  
Everything managed and supported by TMI including email, and cybersecurity

300+ Users, UAE, KSA,  
email, cybersecurity, breach detection,  
100% Managed by TMI

15+ Restaurants, 100+ Users across UAE  
Everything managed and supported by TMI including email, and cybersecurity

200+ Users across UAE  
Emails and Email Security, Firewalls  
100% Managed and supported by TMI

165+ Users across UAE  
Impersonation and Anti-spoofing protection  
Managed by TMI



# Recently protected clients



# Further Protection with



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Additional security to protect your business against impersonation attacks and identity theft

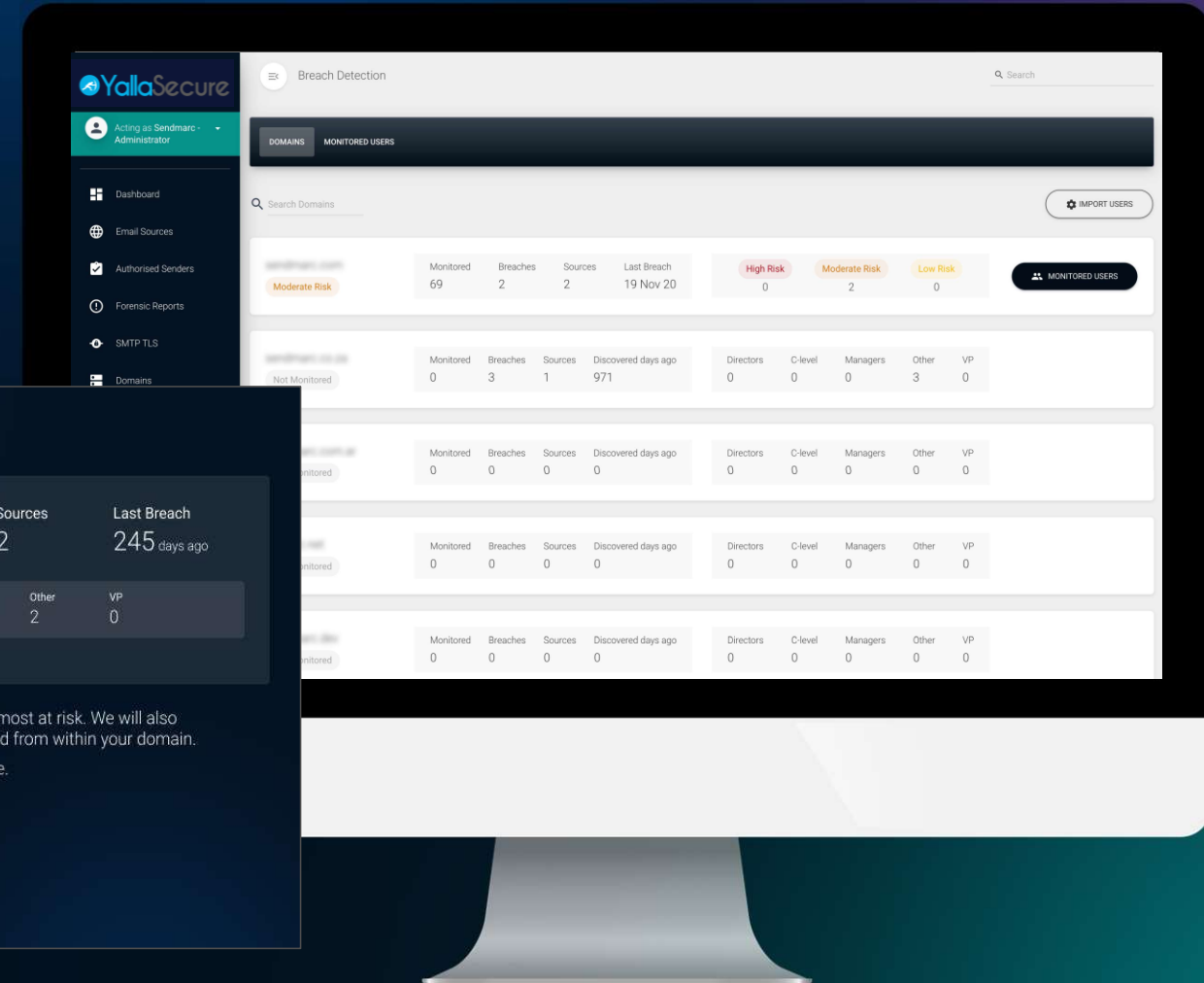


# YallaSecure Breach Detection

The images present YallaSecure Breach Detection's discovery for an organization investigated by Sendmarc.

Monitors multiple sources, including the dark web, to detect if an organization's systems or user credentials and personal information have been compromised.

- ✓ Proactive detection of leaked data
- ✓ Pinpoint vulnerabilities
- ✓ Resolve cybercriminal data access



### Breach Detection

40% Active Domains Breached


Total Breaches	2
Sources	2
Last Breach	245 days ago

User Breaches	Directors	C-Level	Manager	Other	VP
	0	0	0	2	0

\* Above statistics are based on all domains in account.

We can help you monitor domains and users that are most at risk. We will also continuously monitor breaches that may have occurred from within your domain. Please contact your account manager to find out more.

[Contact Us](#)

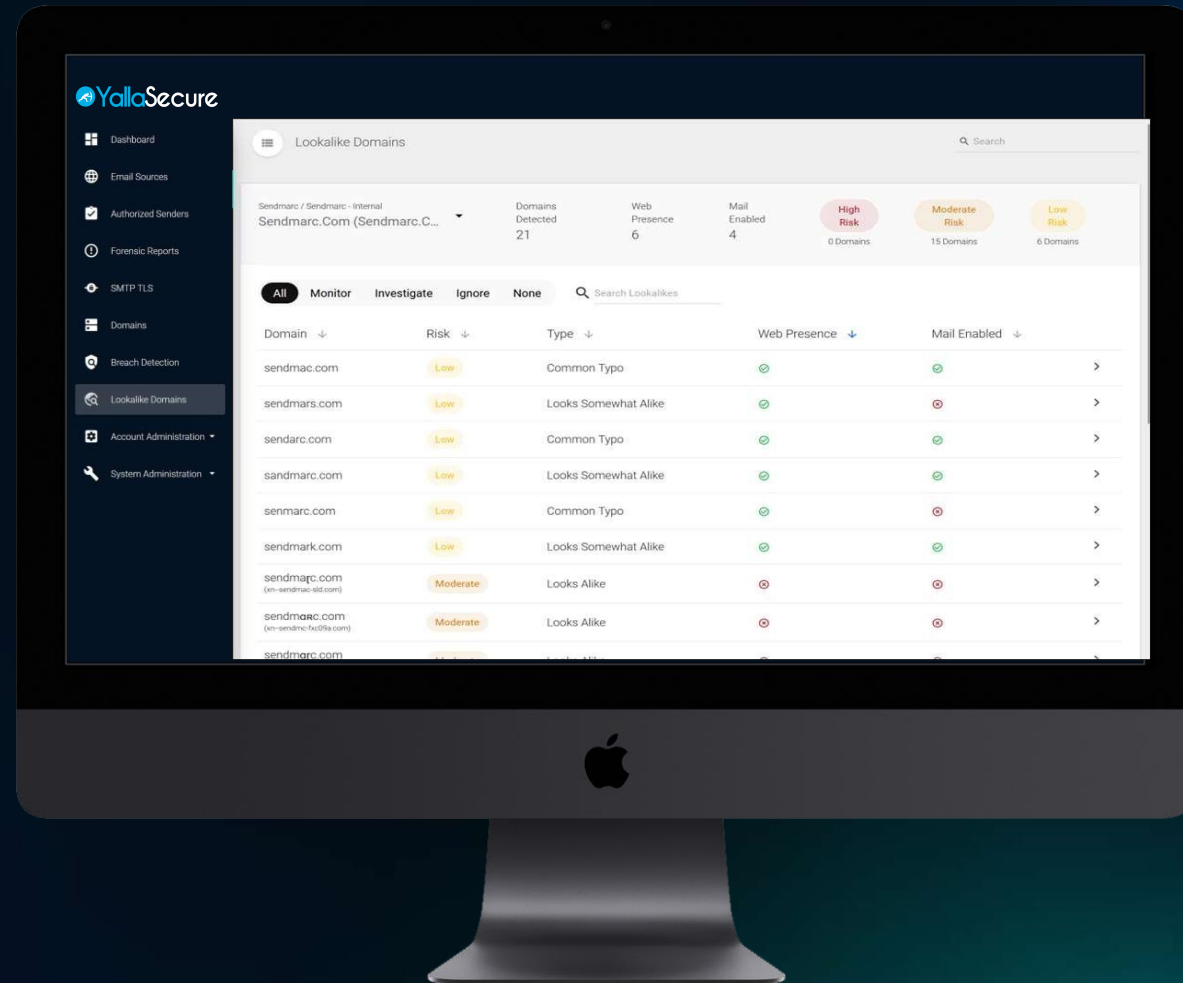
 Microsoft 365 Supported

# Lookalike Domain Defence

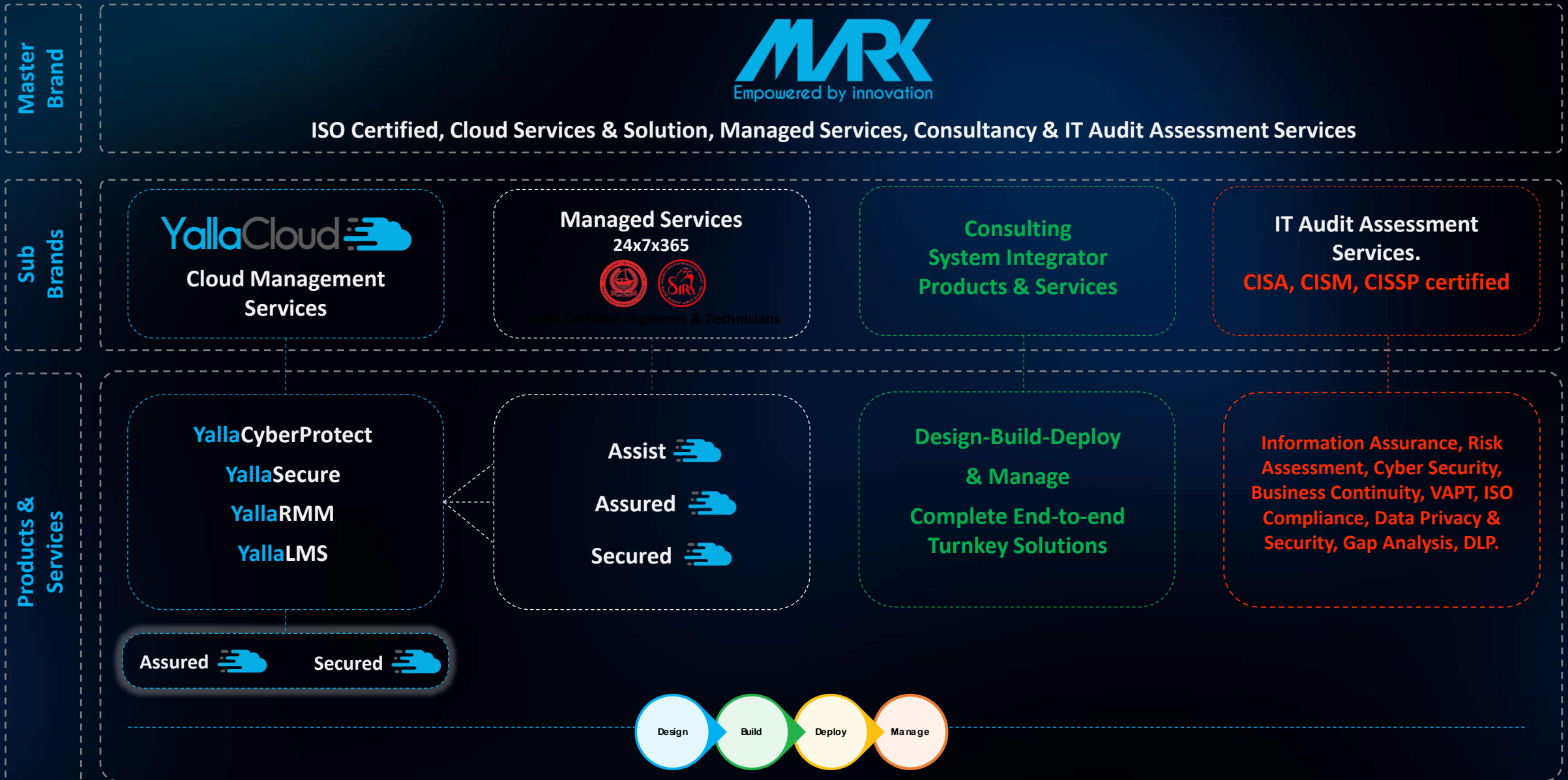
Lookalike domains look similar to a brand's original domain/s, and trick users into disclosing their data or credentials.

Lookalike Domain Defense combats this threat by providing:

- ✓ Discovery & reporting of lookalike domains
- ✓ A watchlist of lookalike domains
- ✓ Notifications of new domain permutations
- ✓ Identification of web presence & mail capability



# Who we are



# Thank You



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