



IDC Partner Assessment Tool

READINESS REPORT

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INTRODUCTION

Thank you for taking part in IDC's managed security services (MSS) readiness assessment.

The purpose of this assessment tool is to help managed security services providers (MSPs) build a profitable and sustainable MSS business, maximizing the opportunities this fast-growing market segment presents to these companies.

IDC, a leading global market intelligence and advisory firm, has leveraged substantial research and experience from leading managed security services providers (MSPs) to build a set of recommendations

tailored to specific stages and elements within a managed security services business. These recommendations are contained in this report.

Based on your input, your aggregate score means that you are at Stage 3 in terms of your overall MSS readiness.

The Five Stages: Overall Maturity



Readiness Dimension Descriptors

Stage 1

Companies at this stage are at the very beginning of their journey to becoming an MSP. They may be new to managed services, to selling in a subscription model and/or new to the security market.

This is a high-growth market, which is compounded by a severe skills shortage, and presents a massive opportunity for IT solution providers. Now is a good time to reach out to relevant vendor partners (such as Trend Micro) to understand what programmes they have in place to accelerate your entry into the MSS market.

Stage 2

With some experience in operating managed services and/or security solutions, companies at this stage are beginning to realise the opportunities and may well be starting to incorporate recurring/subscription-based revenue into their business.

To build on the foundation which has been laid already, it is important that companies at Stage 2 are proactively building business plans relating to sales, marketing and services transformations to support the MSS model.

Stage 3

Companies at this stage are invested in their MSS business, and the emphasis should now be on improving efficiencies and driving profitability. At this stage, companies are starting to transform sales, marketing and services for MSS.

Companies at this stage will need to address the challenge of how to accelerate transformation while still maintaining existing business.

Stage 4

Companies at Stage 4 have an embedded MSS business. Significant efforts have been made to transform the sales, marketing and services organisations within the company, with increasing automation, repeatability and growing profitability.

Now, the priority for these companies is to enhance and expand their MSS portfolio, innovate and differentiate to establish market leadership.

Stage 5

Companies at Stage 5 are considered mature (and market-leading) MSPs, with all business units optimised to support this model.

The emphasis at this stage is on retaining market leadership through a continuous innovation process and focus on profitability.

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YOUR OVERALL PERFORMANCE

Stage 3

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Companies at this stage will need to address the challenge of how to accelerate transformation while maintaining the existing business.

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SALES PERFORMANCE

Stage 5

Based on IDC's assessment, your organization is at Stage 5 in terms of your sales readiness as an MSP. Typically, organizations at this stage share some, or all, of the following characteristics:

- Companies at this stage are looking to tailor their MSP offerings to vertical markets, offering specific solutions to customers by industry, focus, or size.
- Pre-sales teams take opportunities to vendors, working alongside the sales teams to surface business.
- At this developed stage, companies focus their sales teams on customer satisfaction, renewals, and customer success.
- Companies at Stage 5 are experienced in selling services-attach, creating solutions and bundled offerings.
- Stage 5 companies typically offer flexible and sophisticated billing, with features such as unified billing, real-time analytics, multivendor billing, and consumption-based billing.

Recommendations

Now is the time to:

- Look to deepen specializations and use-case-driven solutions and ensure these are reflected in the go-to-market activities.
- Ensure cross-sell, up-sell, and services-attach are incentivized and encouraged.
- Invest in consultative selling frameworks, tools, and resources.

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MARKETING PERFORMANCE

Stage 2

Based on IDC's assessment, your organization is at Stage 2 in terms of your marketing readiness as an MSP. Typically, organizations at this stage share some, or all, of the following characteristics:

- Companies at this stage are building on past successes by trialing digital marketing techniques, leveraging social media as a starting point.
- At this stage, companies are beginning to identify individuals or teams that can create a dedicated marketing function.
- Companies at this stage typically begin to target certain customer types with pilot or trial campaigns.
- Close measurement of trial campaigns is carried out by companies at this stage, as they look to better leverage their marketing efforts.

Recommendations

Now is the time to:

- Capitalize on the marketing investments you have already made, by focusing on supporting the sales cycle throughout.
- Closely analyze trial/pilot digital campaigns and run again as part of a continuous improvement cycle.
- Create and appropriately resource a dedicated marketing team that is focused on delivering the value proposition message for managed security services and the business benefits they deliver to customers.

- Begin targeting specific buyers with a view to becoming more vertically specialized in the future.

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SERVICES PERFORMANCE

Stage 3

Based on IDC's assessment, your organization is at Stage 3 in terms of your services readiness as an MSP. Typically, organizations at this stage share some, or all, of the following characteristics:

- Offer a comprehensive service catalog of advanced professional services, own (packaged) managed services, and managed services for resell.
- Have started to invest in repeatability, automation, and management tools.
- Have a fully staffed service desk with dedicated MSP professionals offering first-line support for all (or most) of the managed services through standard helpdesk services.
- Adhere to industry standards, have governance processes in place, and are proactively investing in more advanced technical certifications.

Recommendations

Now is the time to:

- Start to incorporate more advanced services functions and features like predictive fault management and 24 x 7 global support offered through multiple channels (email, call, chat).
- Start to incorporate more advanced features such as self-provisioning and even reporting in to your service catalog.
- Start to comply to industry-specific regulations and governance programs.
- Differentiate through horizontal (e.g., deep security, cybersecurity, artificial intelligence) and vertical (e.g., financial services, government, healthcare) specialist certifications and

reference architectures.

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SECURITY PERFORMANCE

Stage 3

Based on IDC's assessment, your organization is at Stage 3 in terms of your security readiness as an MSP. Typically, organizations at this stage share some, or all, of the following characteristics:

- Companies at this stage tend to have built up their security offering over a period of between 18 and 36 months.
- Typically, there is strong recognition among companies at this stage of the wider growth opportunity that security offers to their business.
- At this level, many companies tend to have developed lower-value security-specific technical skills and can offer things like first-line support.

Recommendations

Now is the time to:

- Consider your organization's existing/potential differentiators in security and leverage them to accelerate growth as a security provider.
- Consider how the addition of higher-value capabilities such as specialist security consulting and integration skills can enhance the value of your security proposition.