

Automation & Orchestration

How to ~~Create~~ Steal New Value as an MSP

Jeremy MacBean, Ph.D.
Director, Marketing & Communications
IT Weapons, a Division of Konica Minolta



Rate This Session In The App

1. Tap on Agenda icon

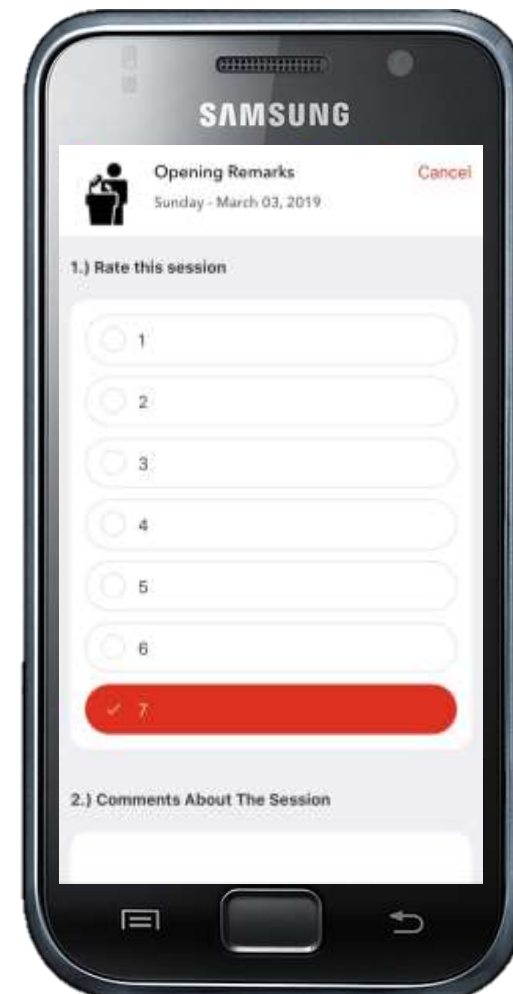
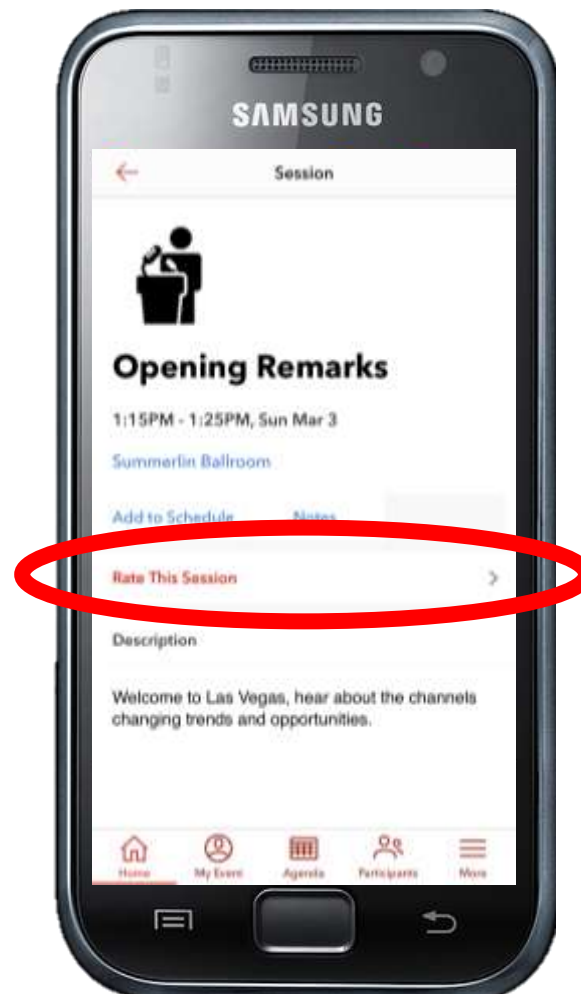


2. Tap on the session you want to rate

3. Rate session on scale of 1 – 7
(7 being highest!)

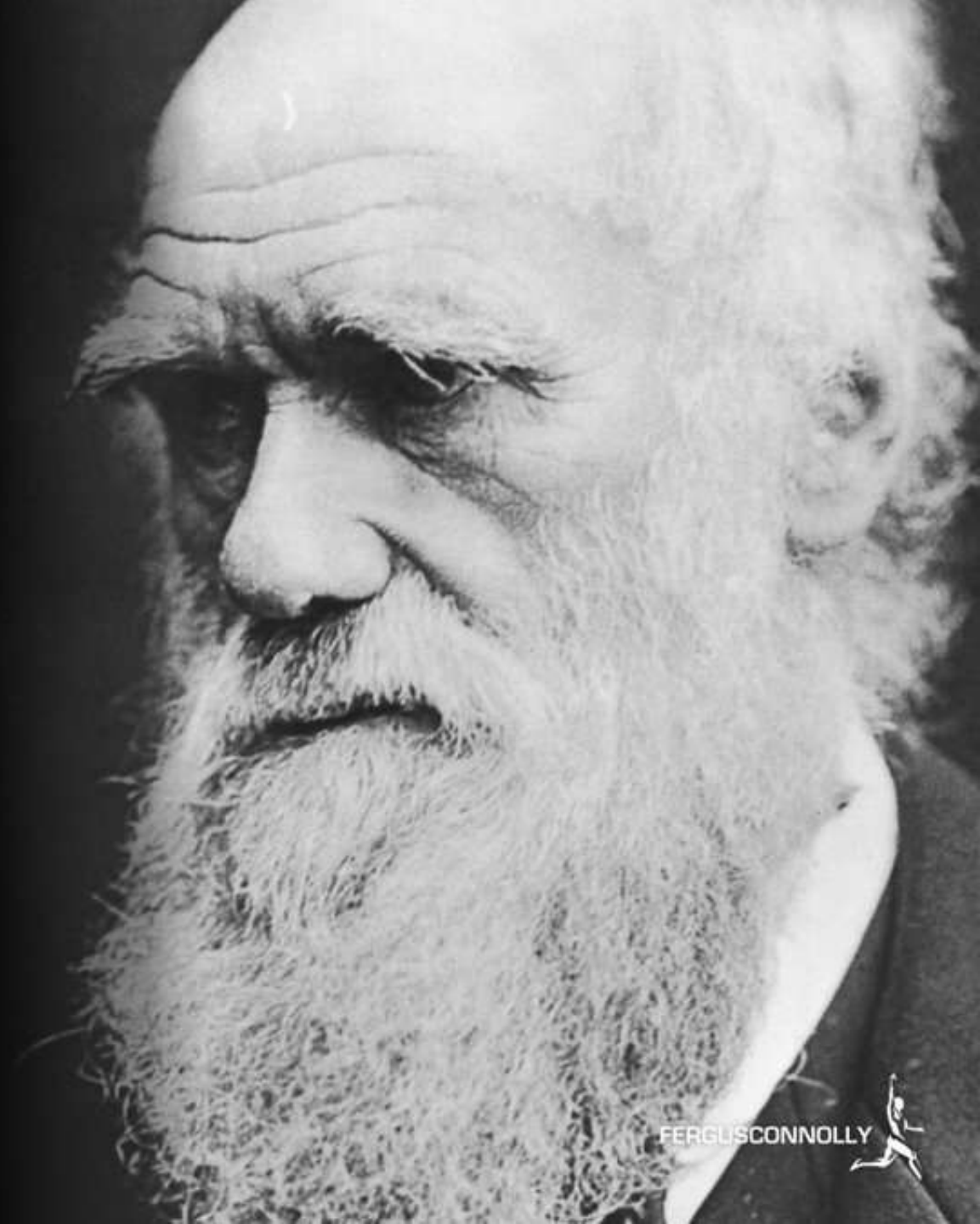
4. Write a comment (if you want)

5. Hit Submit!



“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

- Charles Darwin





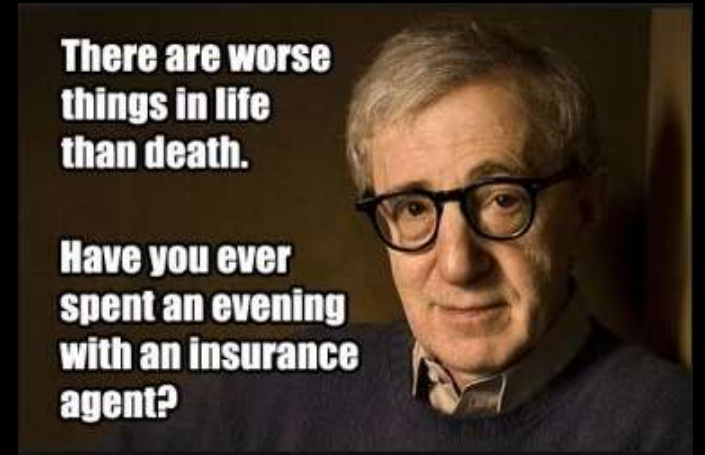
Innovation is not
always about new
things ...
It's about new ways
of **connecting** things
that are
already there.







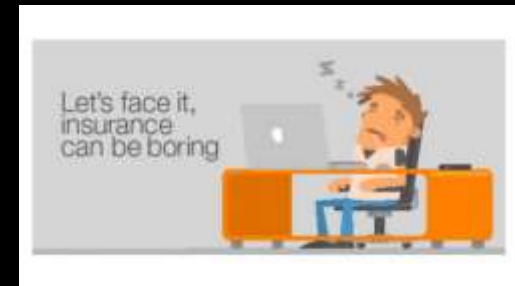
Spoke declares war on **boring** insurance.



 **THE MONEY HOUR**
with your host *Tina Mitchell*

Getting To Know Home Insurance: Not As Boring As You Might Think! with John Kotalik from Farmers Insurance Agency

www.TheMoneyHour.com



INSURANCE IS BORING.
So we made saving easy.

Western
direct.ca
Quick reliable auto quotes.

Tell Us About Your Business

What state do you operate in?

Australian Capital Territory

Please select your occupation?

Brick and Stone Mason

Select Property Cover*

2.5k

5k

10k

15k

No Cover

Select Public Liability Cover*

10mil

10mil

10mil

No Cover

Estimated Turnover for the next 12 months*

Select Turnover

Number of Staff Members

Enter Number

Proceed

Your Quote

'646'

We have now obtained enough information to provide a quote, please enter your contact details below and click proceed.

Summary

- State: ACT
- Description: Brick and Stone Mason
- PI Cover: 10
- PI Cover: 10
- Turnover: No selection
- No. of Staff Members: 1

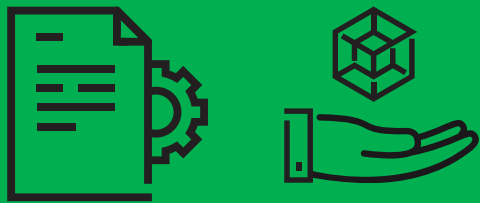
Proceed



Cloud MSP

- MRR for everything
- NO Discreet Hardware
- Apps & Data the new currency

Apps and Data



Workstations & Servers

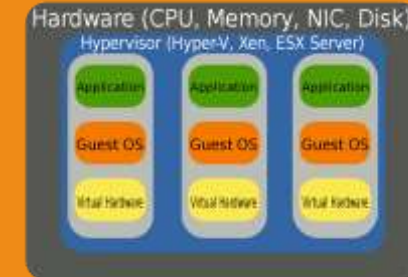


Cloud



Traditional Value Add Reseller

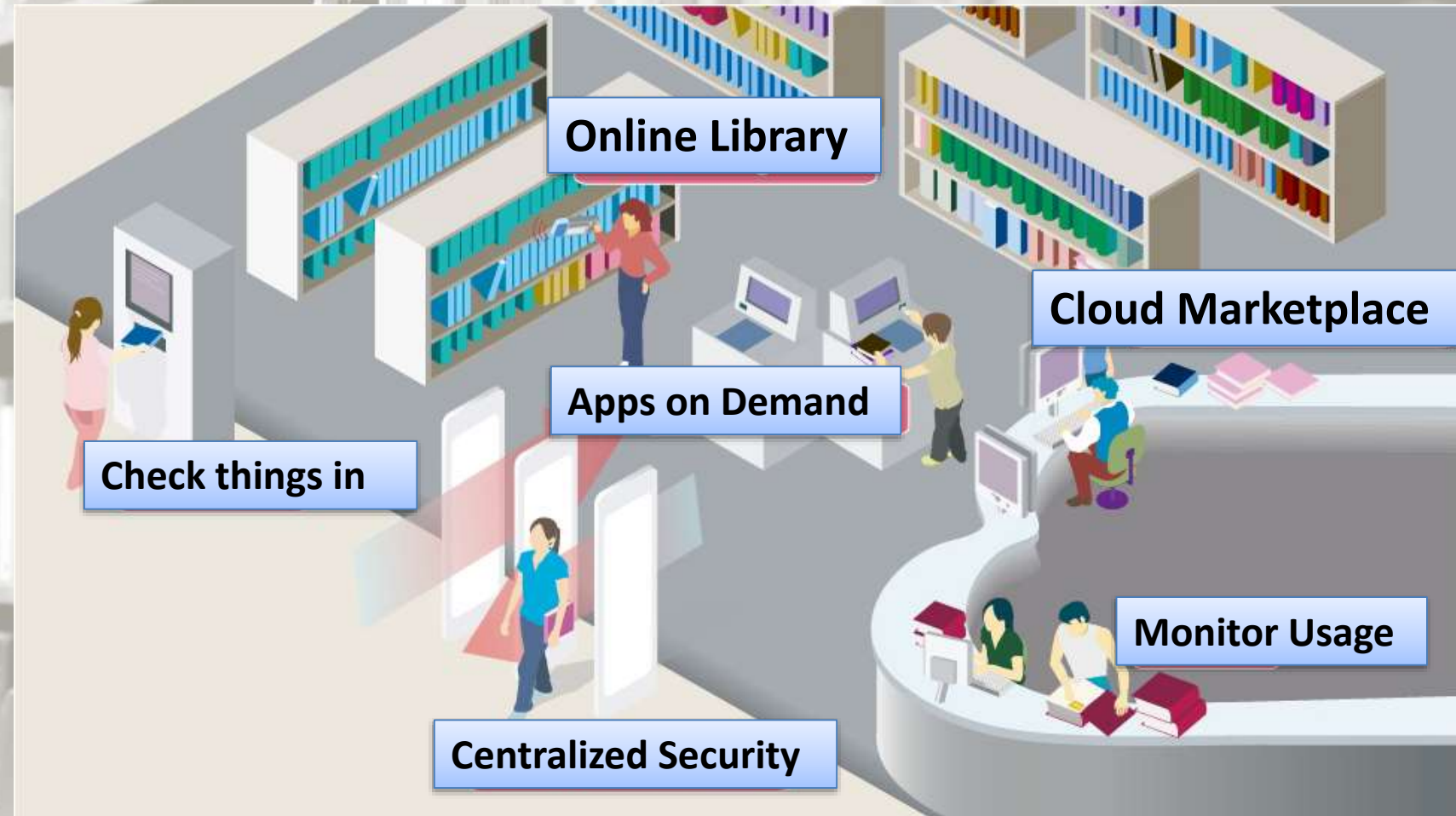
Virtualization & Platform



- Traditional Break/Fix
- \$\$ for Hardware
- No Retainer
- Discreet Servers and Workstations

We are all becoming librarians But we're way cooler!

- **Build Online libraries**
- **Make Purchasing Easy**
- **Keep things optimized**
- **Keep things Secure**
- **Monitor Usage**

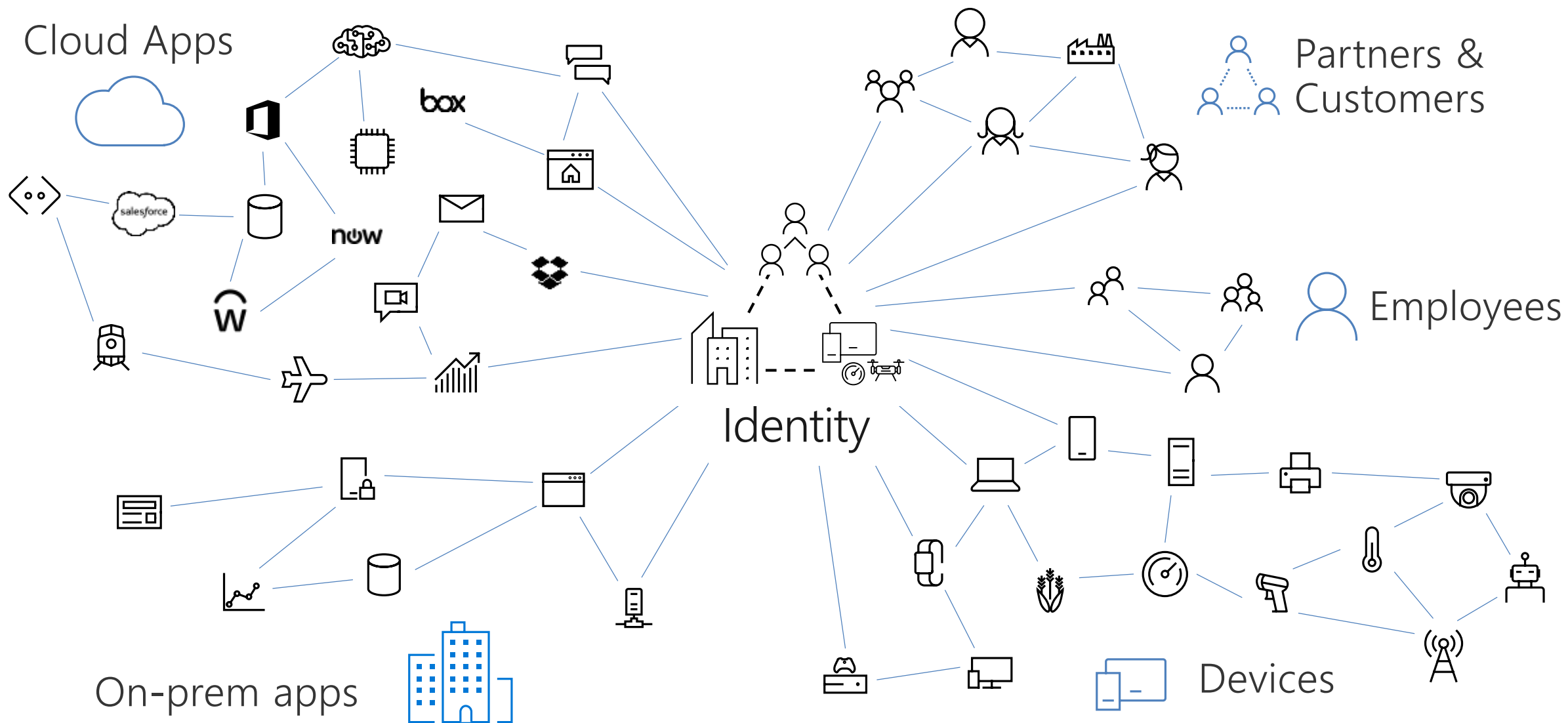


Automate the Employee Lifecycle

- Allow HR to Add/Remove
- Automate Software Deployment
- Deploy Security Policies Centrally
- Check in and out applications



The Employee Lifecycle & Ecosystem



Modern Day Software Brokers

- We need to leverage online portals
- Management Fees for spend tracking
- Advising on new purchases
- Looking at data growth and finding new Pro Services



DATA is the new Gold



Aggregate Data into Public Clouds

Aggregating data has never been easier across all many clouds



Learn about habits of people

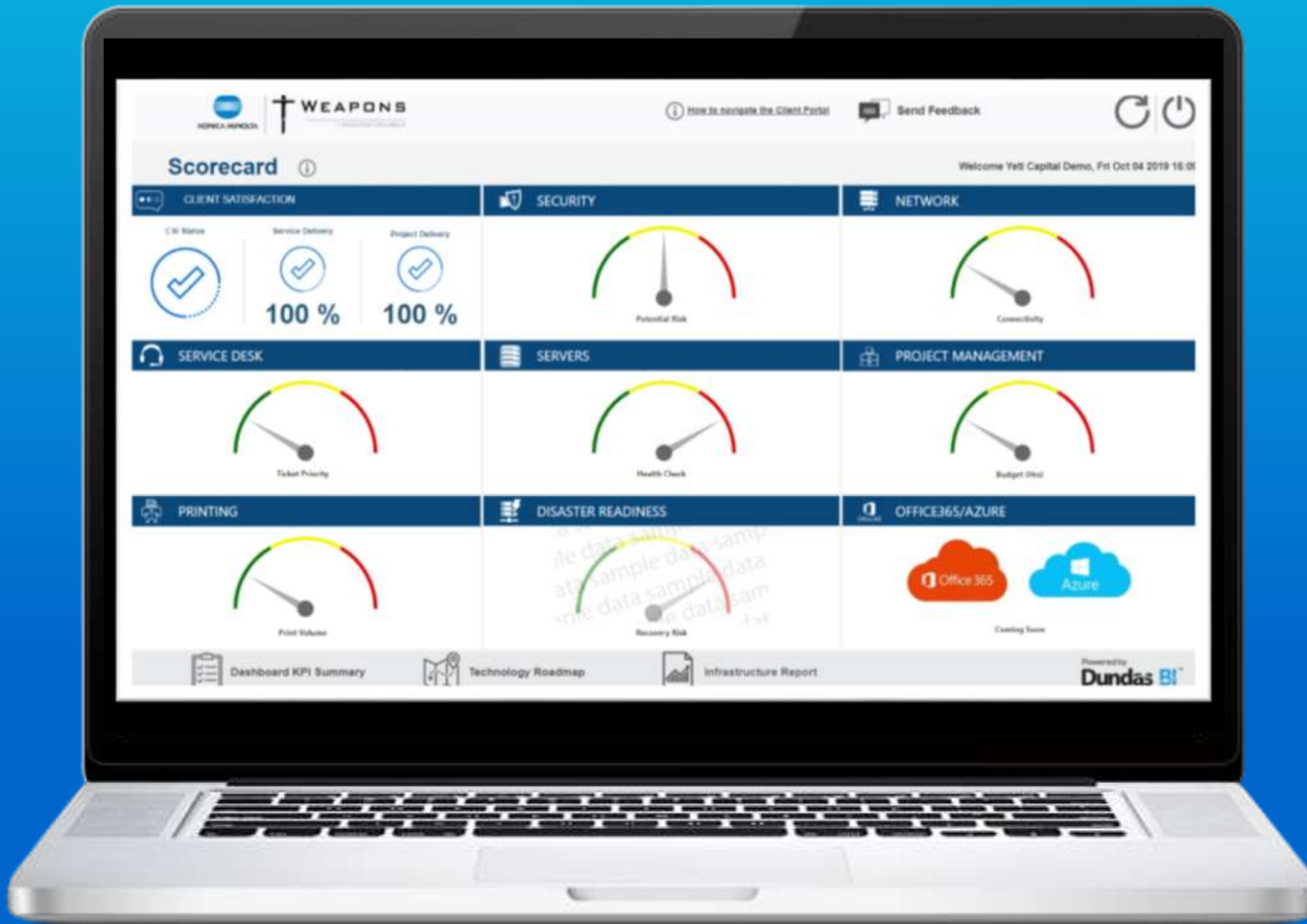
Let the tools in the cloud do the work like AI and Machine Learning



Show your customer where to go next

Product intelligence to help make better decisions

We need to get the data from our customers and their customers... **Aggregating** and **Analyzing**

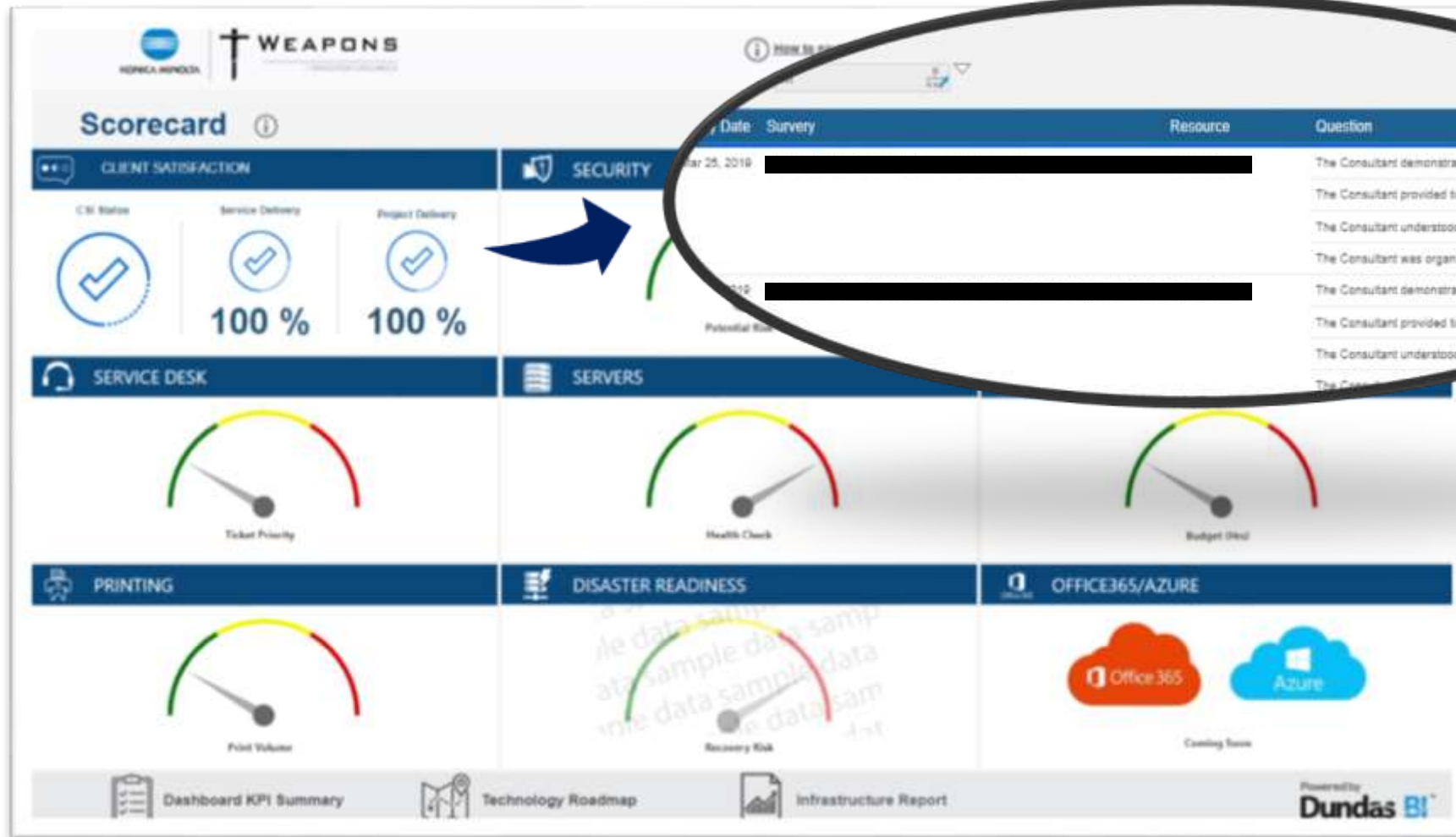


KNOWLEDGE MANAGEMENT

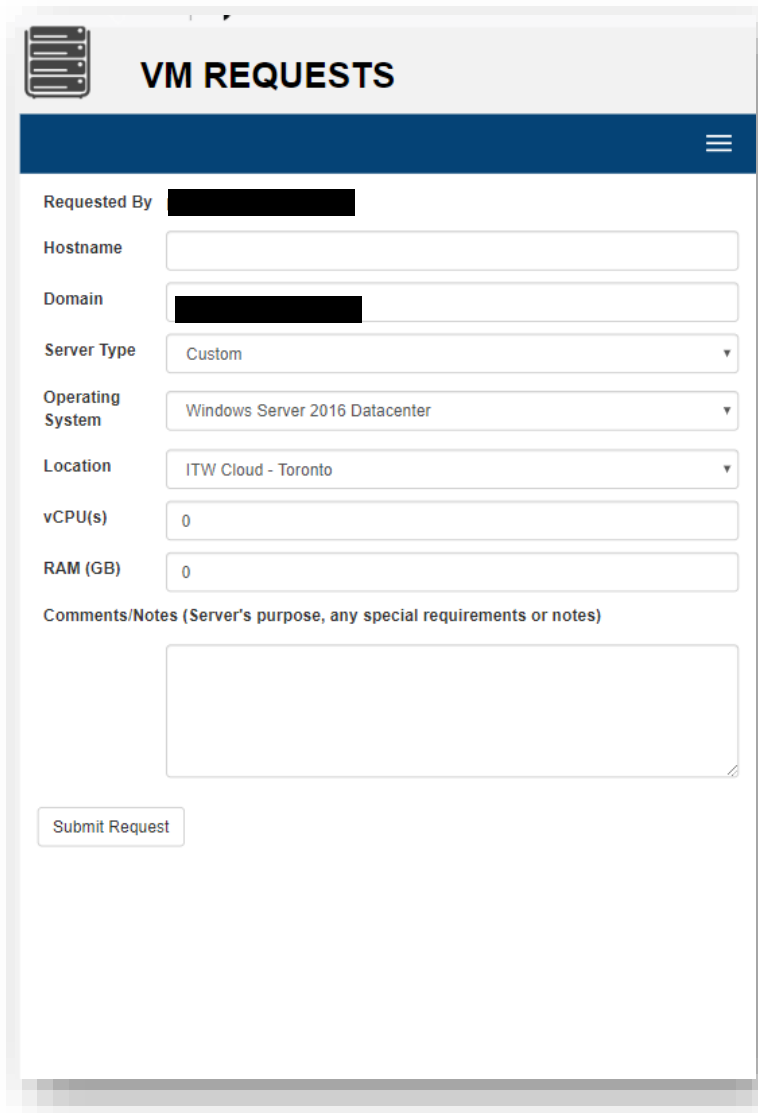
Infrastructure Health



Client Experience Surveys



Self Service – VM Provisioning



The image shows a web-based form titled "VM REQUESTS". The form is contained within a light gray border and has a dark blue header bar with a hamburger menu icon on the right. The form fields are as follows:

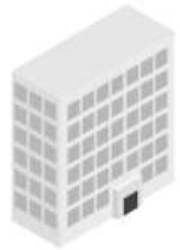
- Requested By:** A text field containing a blacked-out name.
- Hostname:** An empty text input field.
- Domain:** A text input field containing a blacked-out domain name.
- Server Type:** A dropdown menu with "Custom" selected.
- Operating System:** A dropdown menu with "Windows Server 2016 Datacenter" selected.
- Location:** A dropdown menu with "ITW Cloud - Toronto" selected.
- vCPU(s):** A text input field with the value "0".
- RAM (GB):** A text input field with the value "0".
- Comments/Notes (Server's purpose, any special requirements or notes):** A large, empty text area.
- Submit Request:** A button located at the bottom left of the form.



Cloud Protection and Prevention

SaaS does NOT have your back

Data Protection Responsibilities



Microsoft

Application • OS • Virtualization
Hardware • Network



Hardware Failure



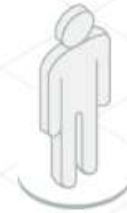
Software Failure



Natural Disaster



Power Outage



Customer

Users • Data • App Admin



Human Error



Programmatic Errors



Malicious Insiders



External Hackers



Viruses/
Malware

Microsoft does not protect you from data loss due to **app outages**

From their SLA:

We strive to keep the Services up and running; however, all online services suffer occasional disruptions and outages, and Microsoft is not liable for any disruption or loss you may suffer as a result. In the event of an outage, you may not be able to retrieve Your Content or Data that you've stored.

We recommend that you regularly backup Your Content and Data that you store on the Services or store using Third-Party Apps and Services.



**Become a Conductor in your
Customers Orchestra**



**“...it’s not about the stuff that you sell
... It’s about the stories you tell.”**

- Seth Godin

THANKS!

