

## Channel Opportunity: Never Better

**LAUREN LOONEY**  
CHANNEL DEVELOPMENT MGR.

**datto**





**\$100**  
Billion

**SMB**  
Perceptions

**1100**  
SMBs






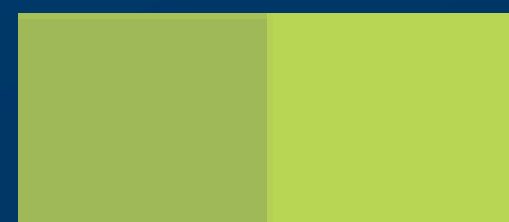
1.  
Market  
Findings

2.  
MSP  
Perceptions

3.  
Action  
Plan



71%



Internal IT Only

12%



Outsourced IT Only

17%



Both Internal &  
Outsourced IT Only



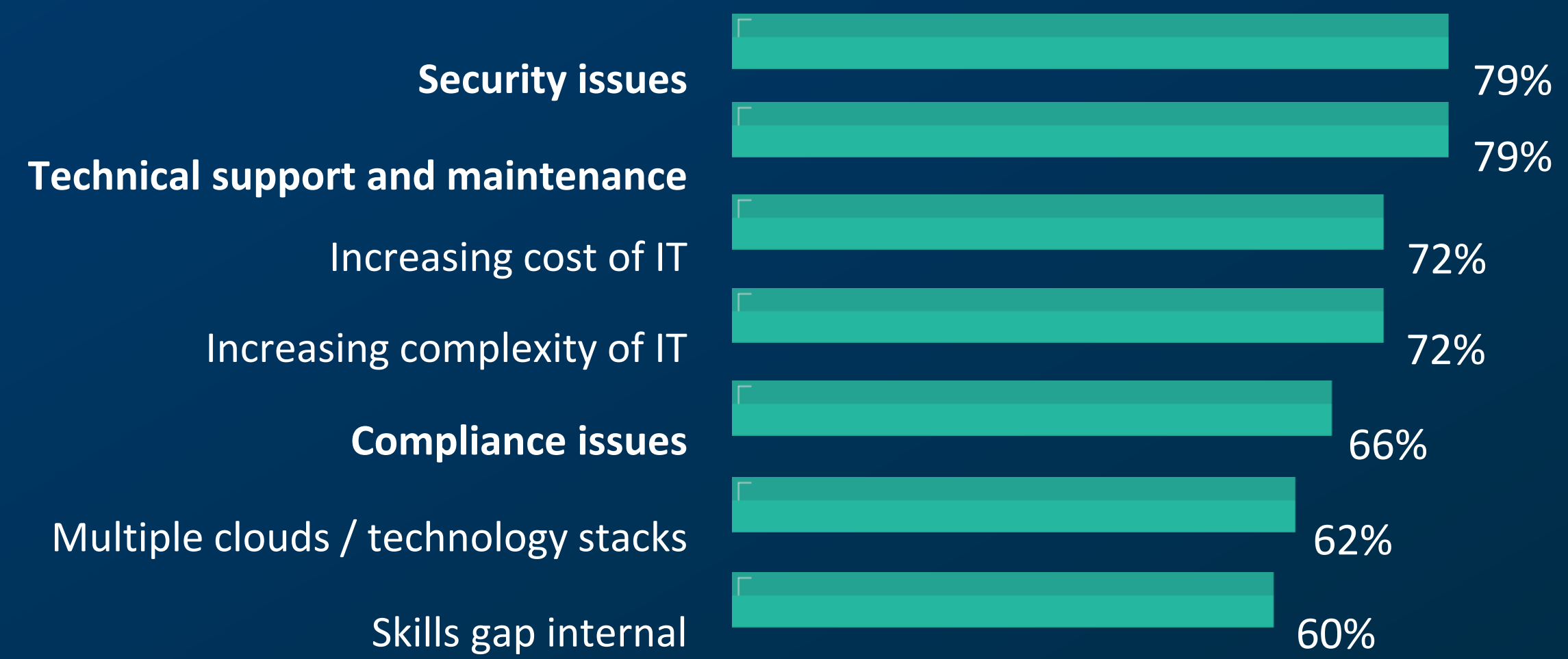
Opening the Door

71%



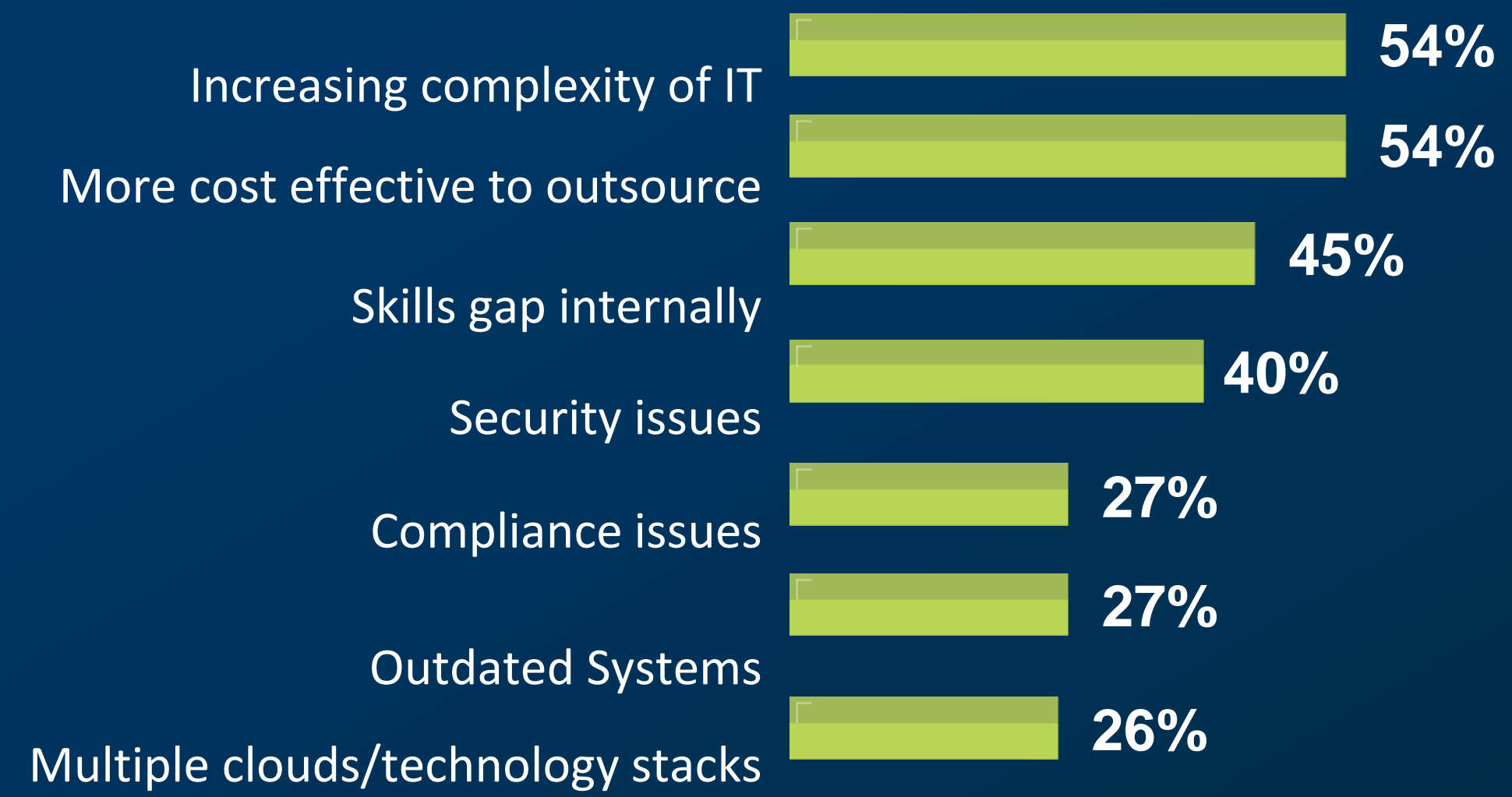
# IT Challenges

## Extremely/Very Important

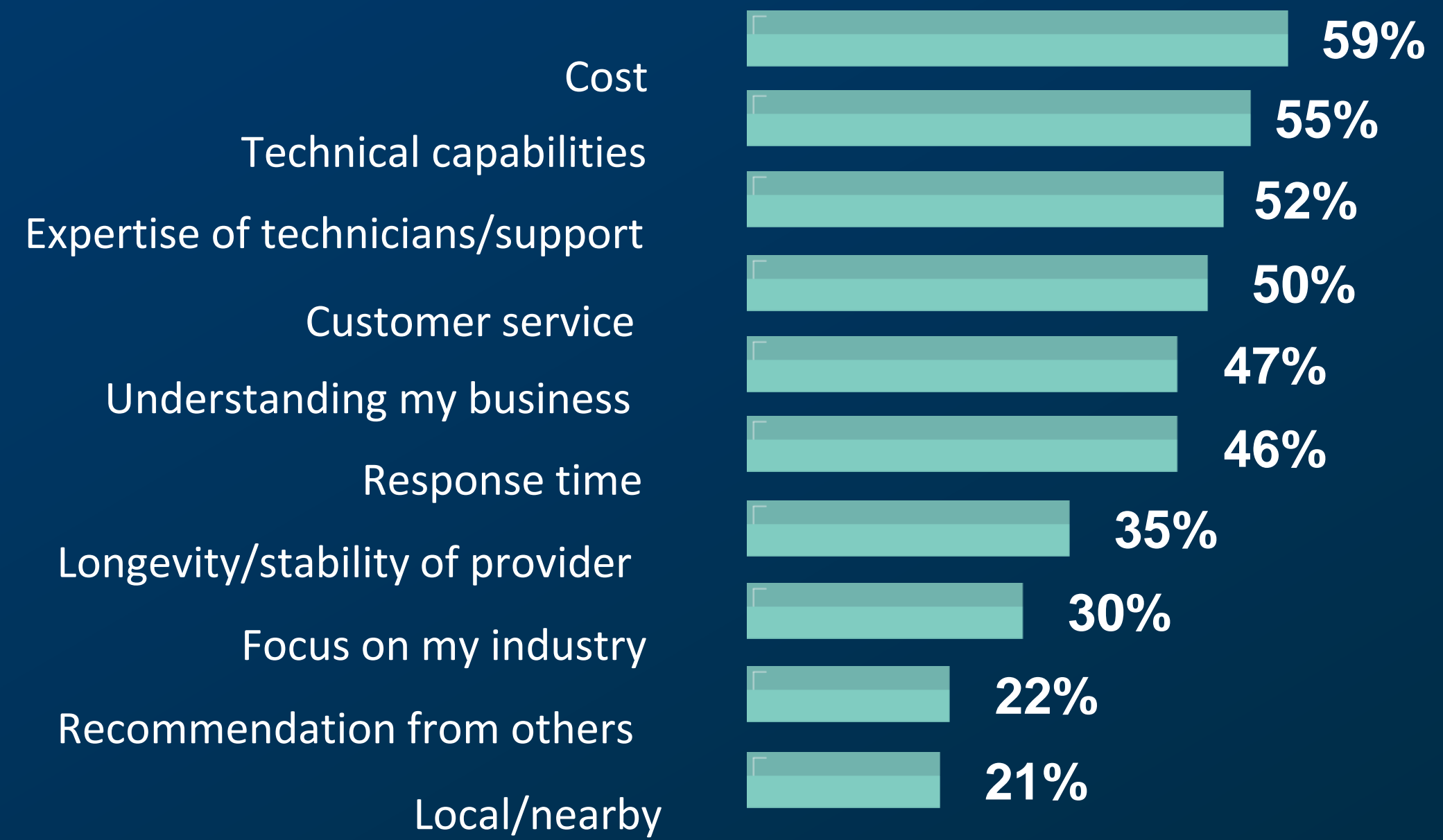




## Reasons for Outsourcing IT

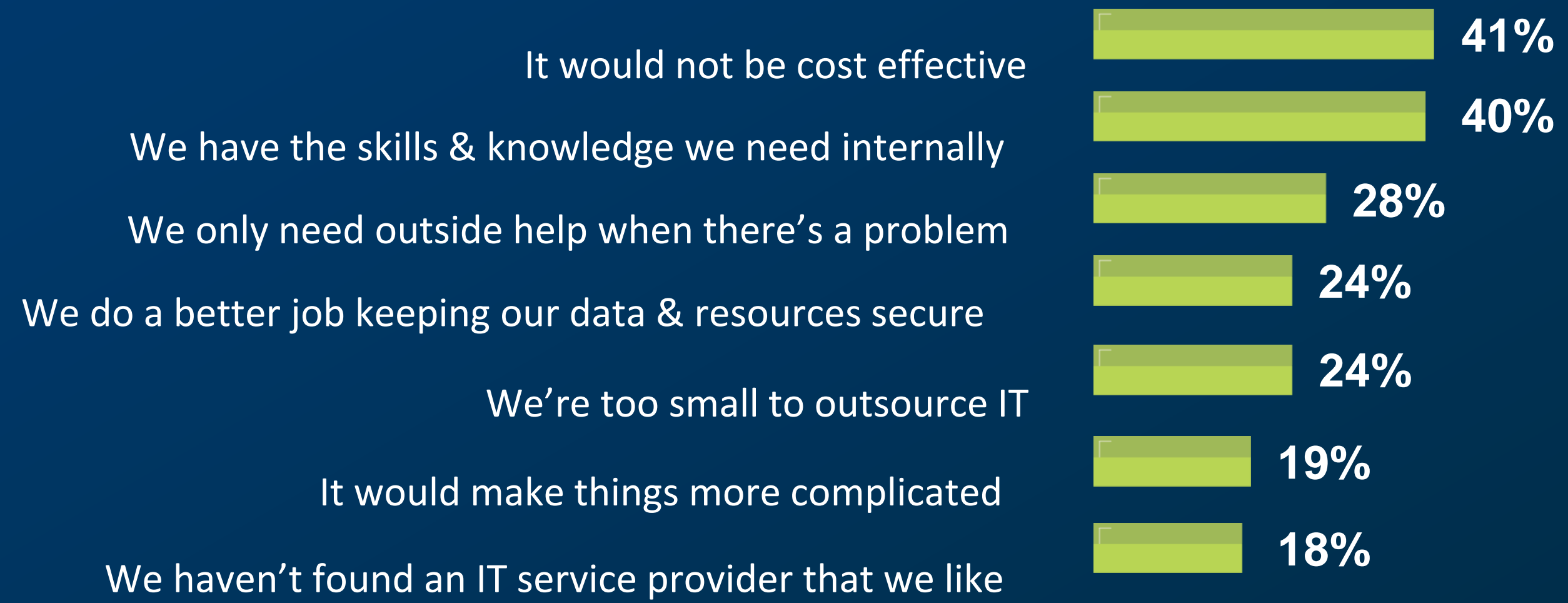


## What SMBs Care About





# Common Objections



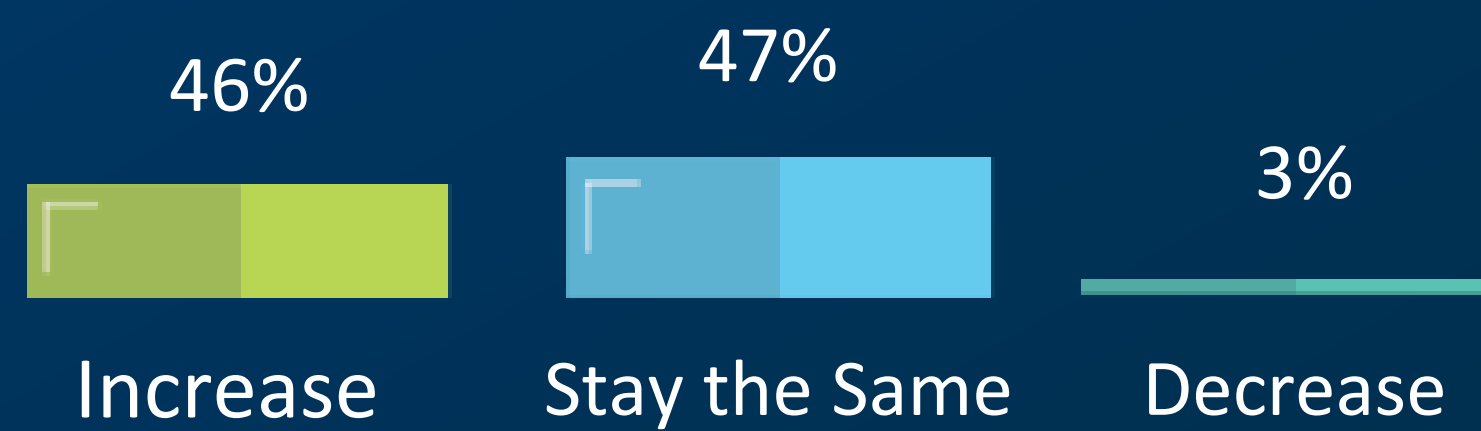
The image features a dark blue background with decorative elements in the corners. In the top right corner, there are several parallel lines in yellow, red, and teal. In the bottom left corner, there are three parallel lines in yellow, teal, and red. The central text is white and reads "Let's Talk Price".

Let's Talk Price

# Spend per Employee



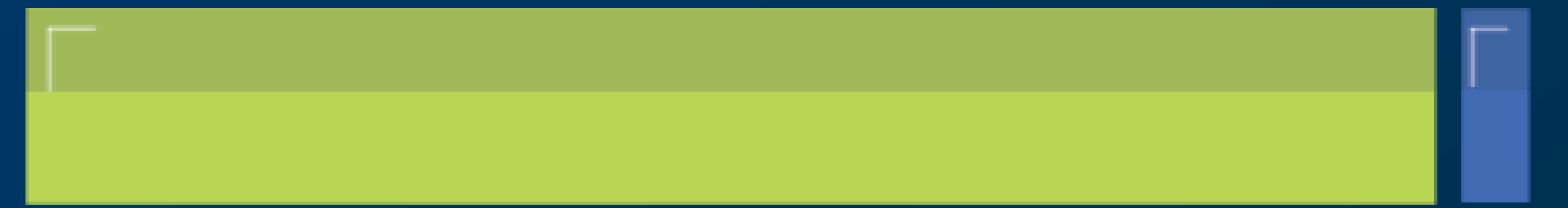
# Expected Change in Budget



**When SMBs have outsourced; what do they think of their providers?**



# IT helps my business to succeed



95%

4%



Agree



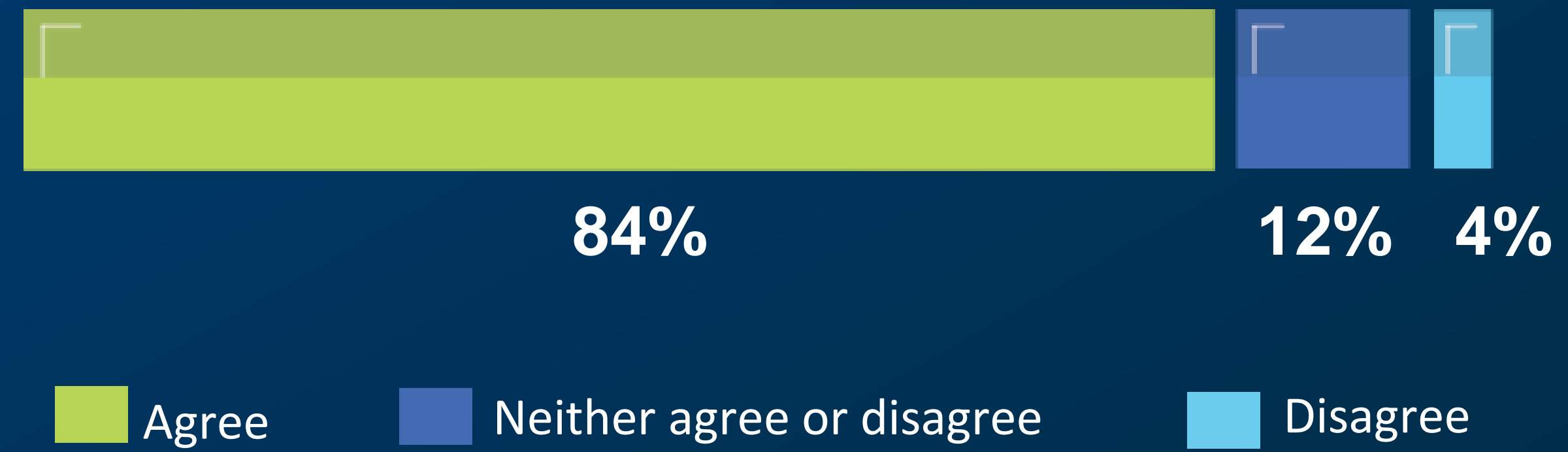
Neither agree or disagree



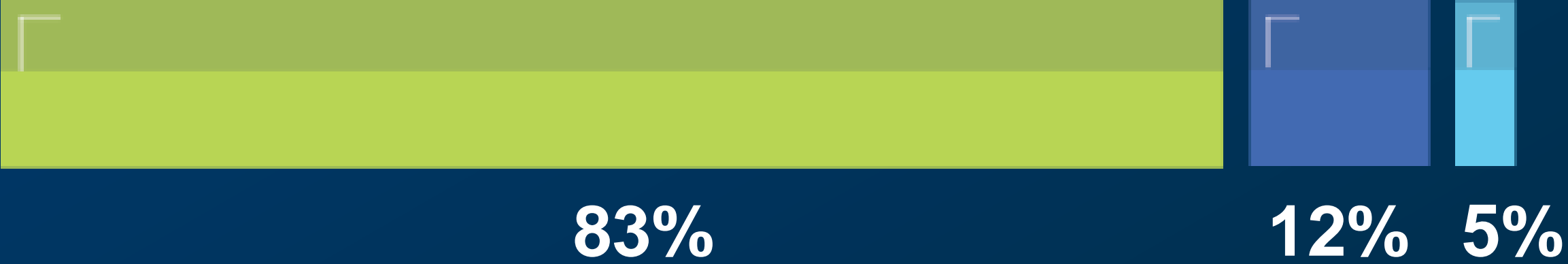
Disagree



...easy for us to do business with  
our IT service provider

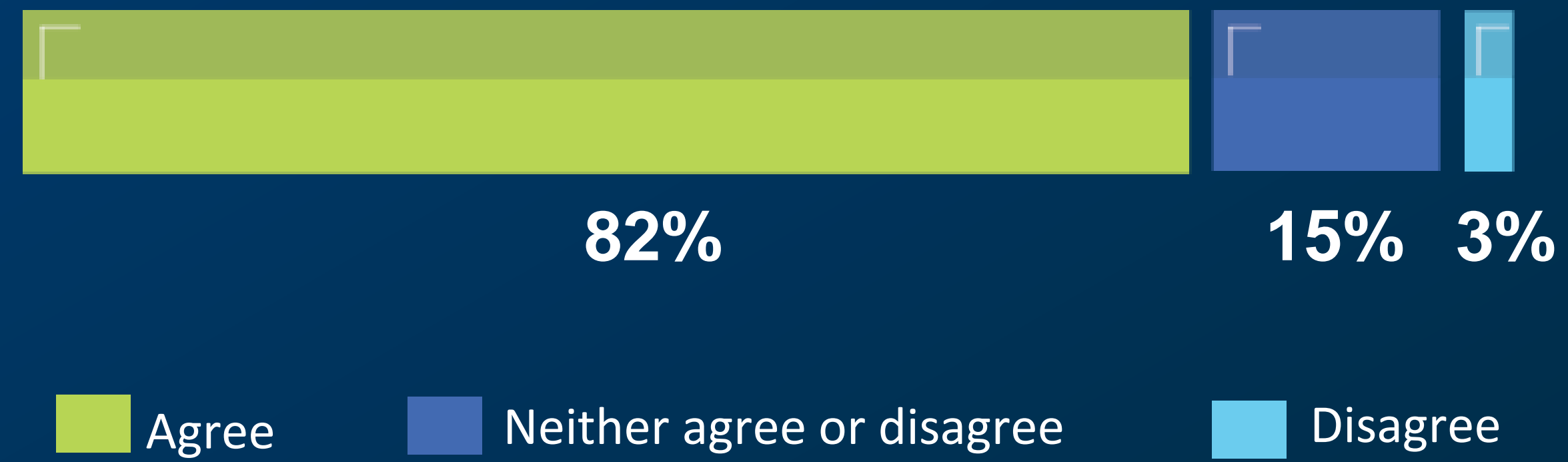


...an essential partner for our company

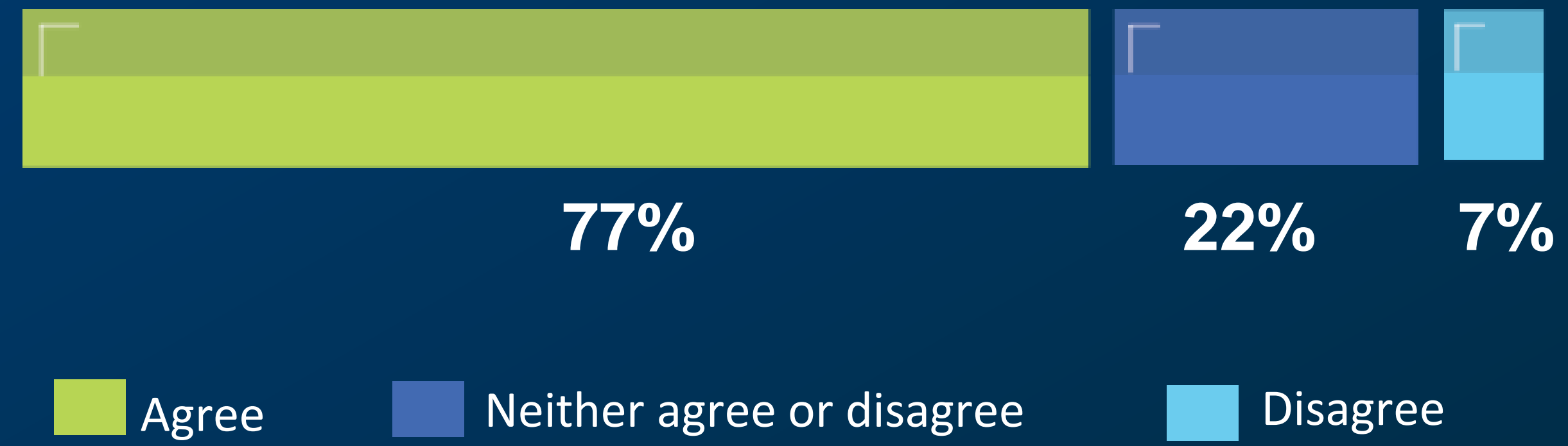


Agree    Neither agree or disagree    Disagree

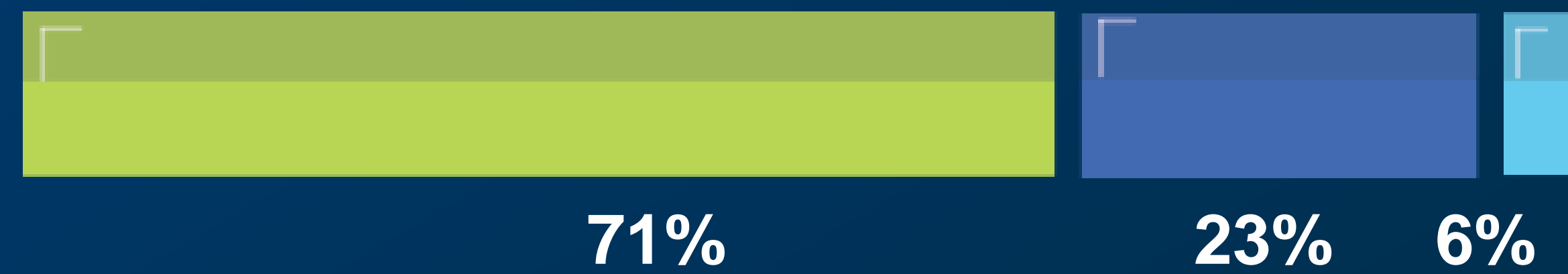
...When recommending a service, they are truly trying to help protect our business



...should drive the IT strategy  
of our business

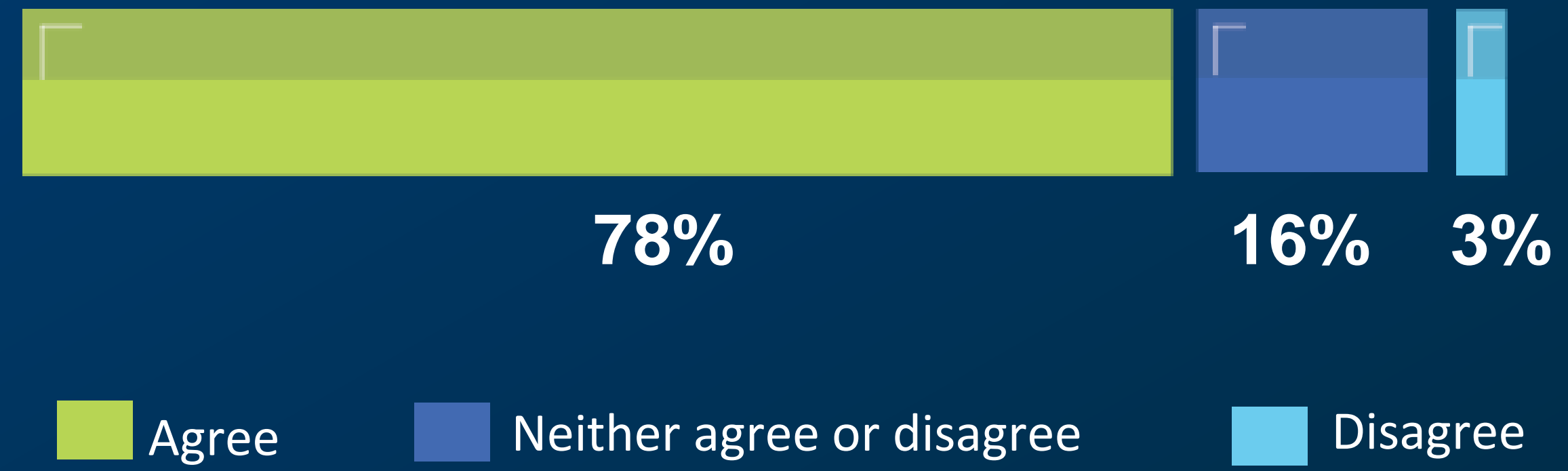


...would like to use more offerings in the future



Agree    Neither agree or disagree    Disagree

...is good value for the money







## SMBs Like You

Easy to do Business

The Right Tools

Trying to Help the Business

Understand the Business and Strategy

**Satisfied**

Essential Partner

Provides Good Value

Working Together in 2 Years

Should Drive IT Strategy

**Want to Buy More In the Future!**






*“Meh”*

How likely is it that you would recommend our company to a friend or colleague?





## NPS Score



Healthcare	62%
Professional Services	58%
Hospitality (Travel/Restaurants)	53%
Financial Services	46%
Consumer Services	42%
Insurance	42%
IT/Software	41%
Banking	37%
Media	34%
Telecommunications	24%
<b>SMB IT Services</b>	<b>18%</b>

Promoters



35%

**Passive**



49%

Detractors



17%

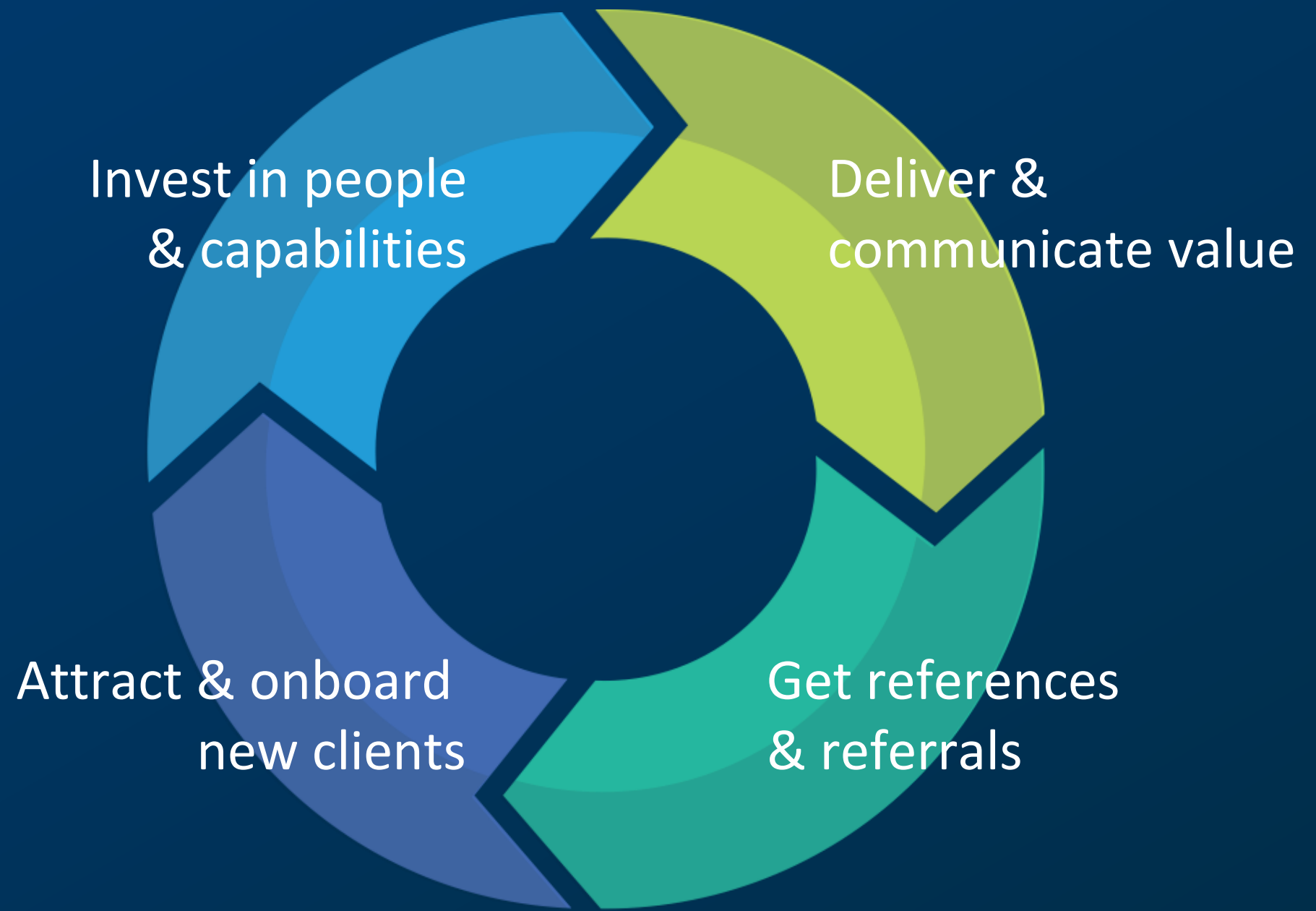


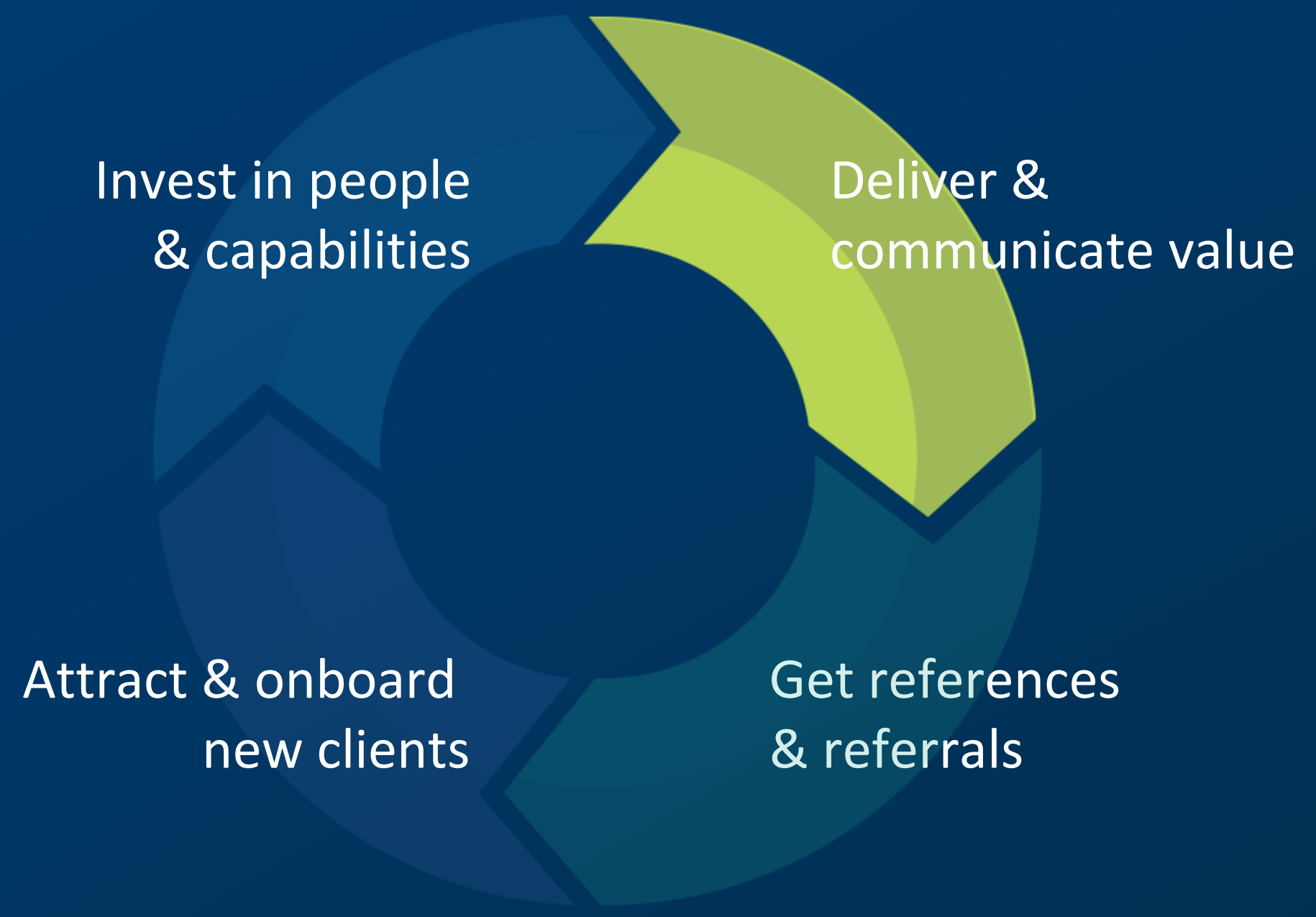


# Recommendations are key...

but your clients aren't willing to talk about you



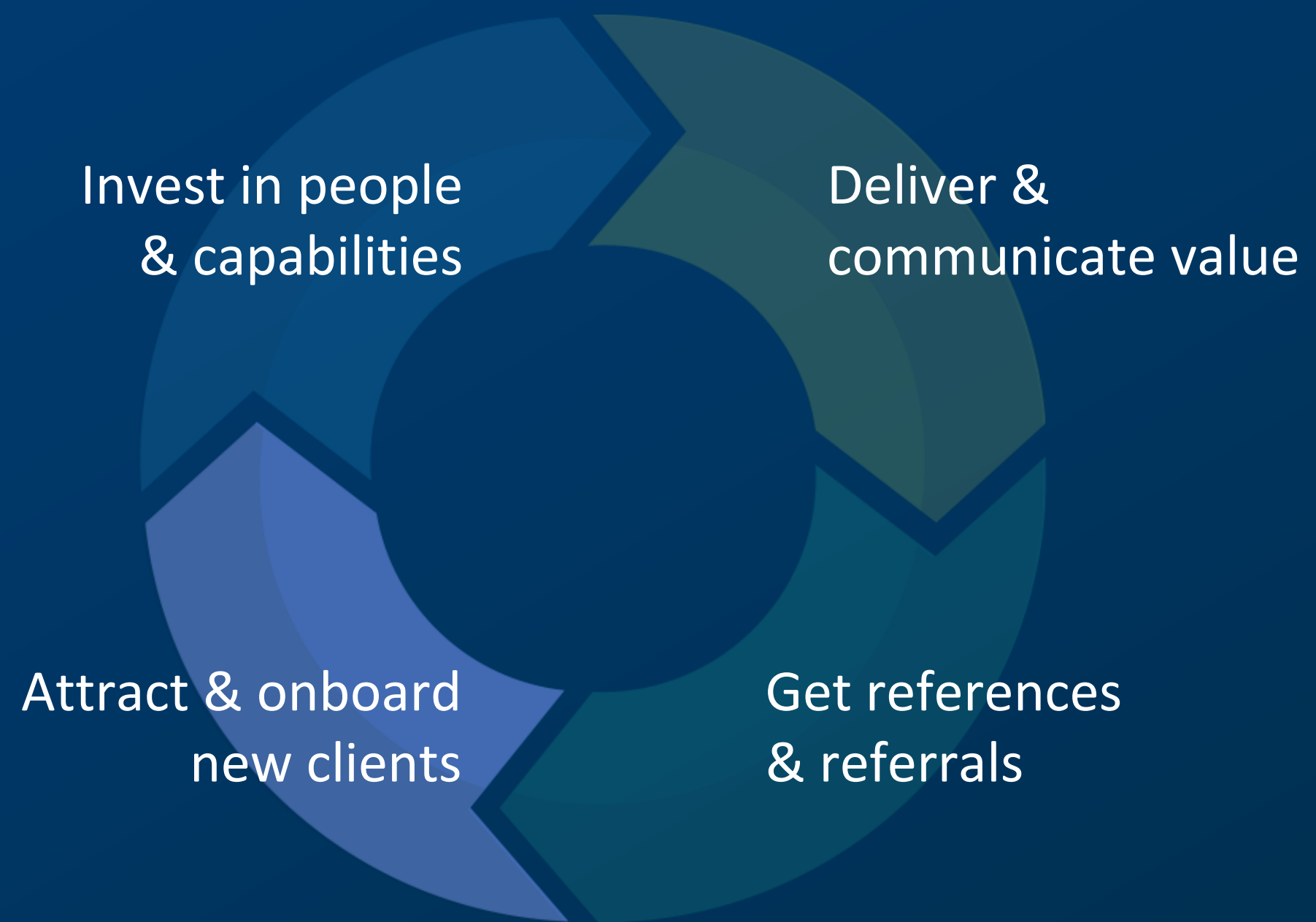




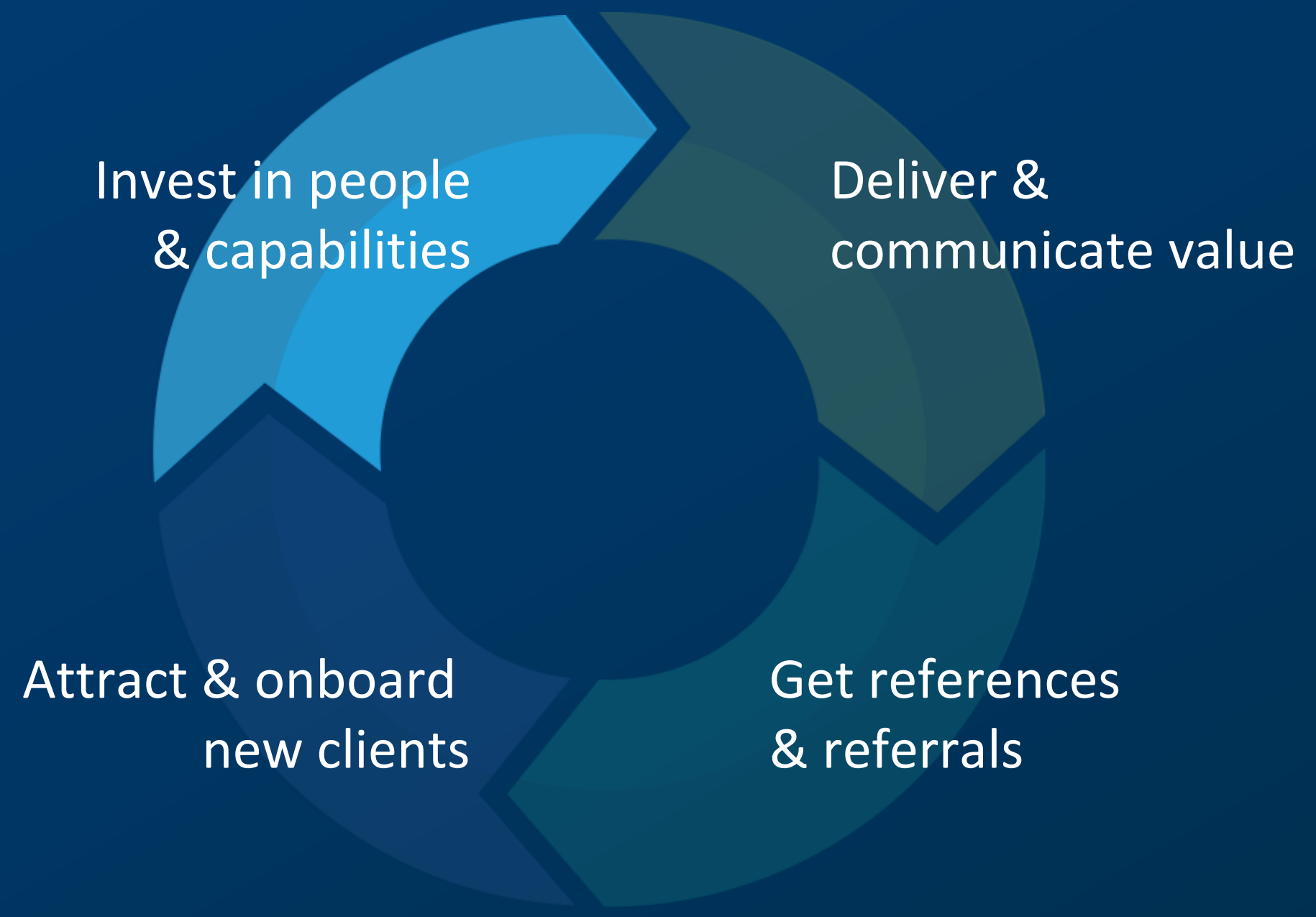
- Quarterly business reviews
- Regular tech and security training
- Ongoing communication
- Market Now
- Client Advisory Board



- Ask for the reference
- Website
- Case studies
- Asking often leads to action

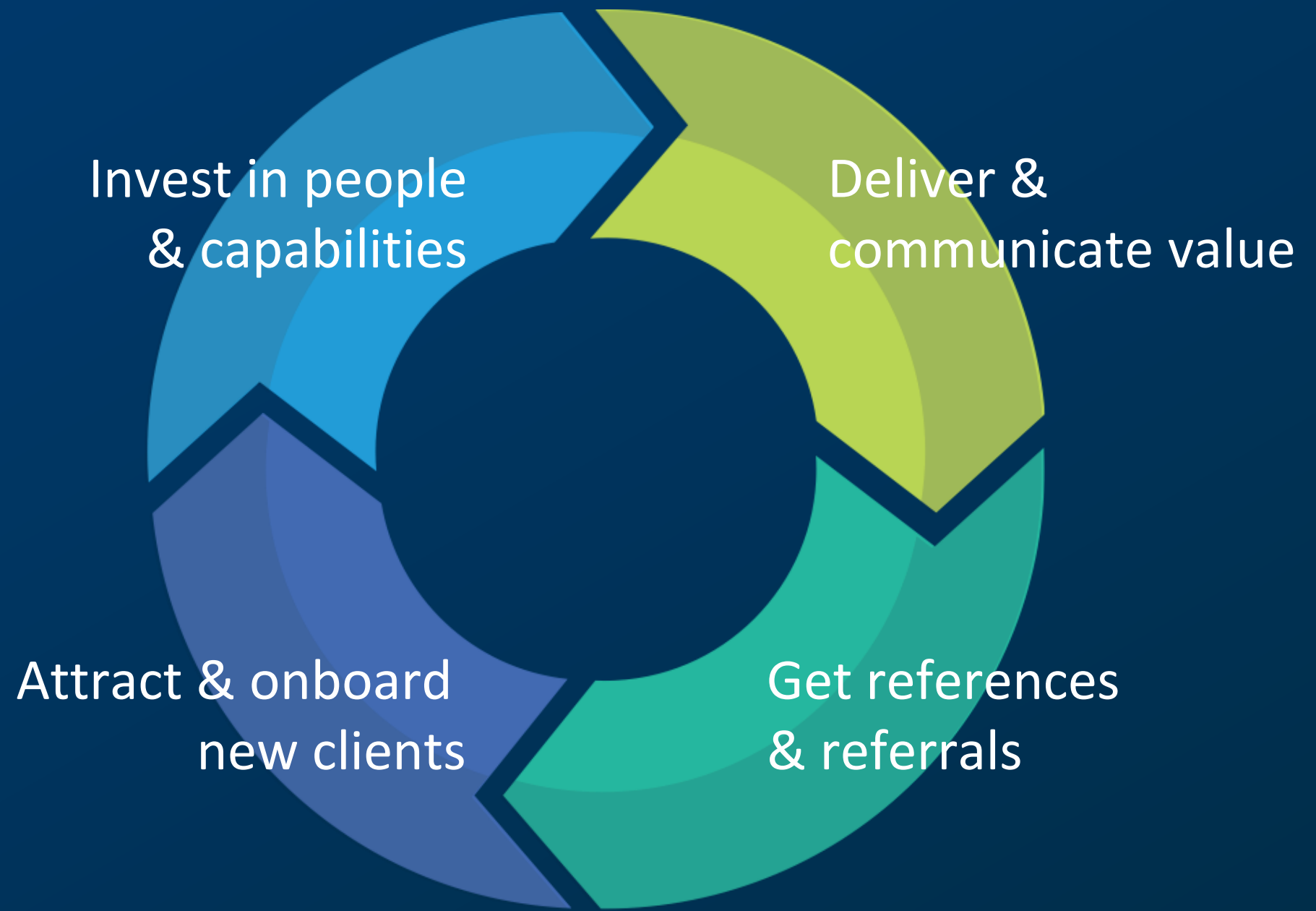


- Get the basics right
- Try to work with clients in alignment with you
- Strong onboarding



- On-going staff training
- Add new capabilities
- Specialization is key









Huge Opportunity

Need to Convert Passives

SMBs Like You

Take Your Piece of \$100B



**Thank You**

