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2025
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Maximizing MSP Margins
The Modern Work Opportunity

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Agenda

Modern Work Managed Service

Where MSPs are today

The Opportunity

How to Execute

Current state of the industry

Typical MSP AYCE plan:

- Device management
- Security & compliance
- Proactive monitoring and maintenance
- Backup & DR
- Network management
- Help Desk support

⬇️ Margin, ⬆️ Risk!

Where Does M365 Fit Today?

M365 management is included in a typical AYCE plan, but is often unoptimized:

- Fragmented “single-purpose” portals/tools (RMM, native, etc.)
- Lacking standardization
- Accept risk by copying CIS guidance
- Set and forget mentality

⬇️ Margin, ⬆️ Risk!

Desired state

MSPs have a clearly defined M365 managed service they can charge for and make margin on

- Specify M365 services used
- Consolidate tools
- Partner with CIS
- Automated, multi-tenant maintenance
- Reduce labor and tool costs via standardization

⬇️ Margin, ⬆️ Risk!

M365 managed service

Moving beyond the apps

- Ensuring compliance and employee productivity
- Applying and maintaining security standards
- Intune, MDM & MAM
- Monitoring & reporting
- Defender advanced security

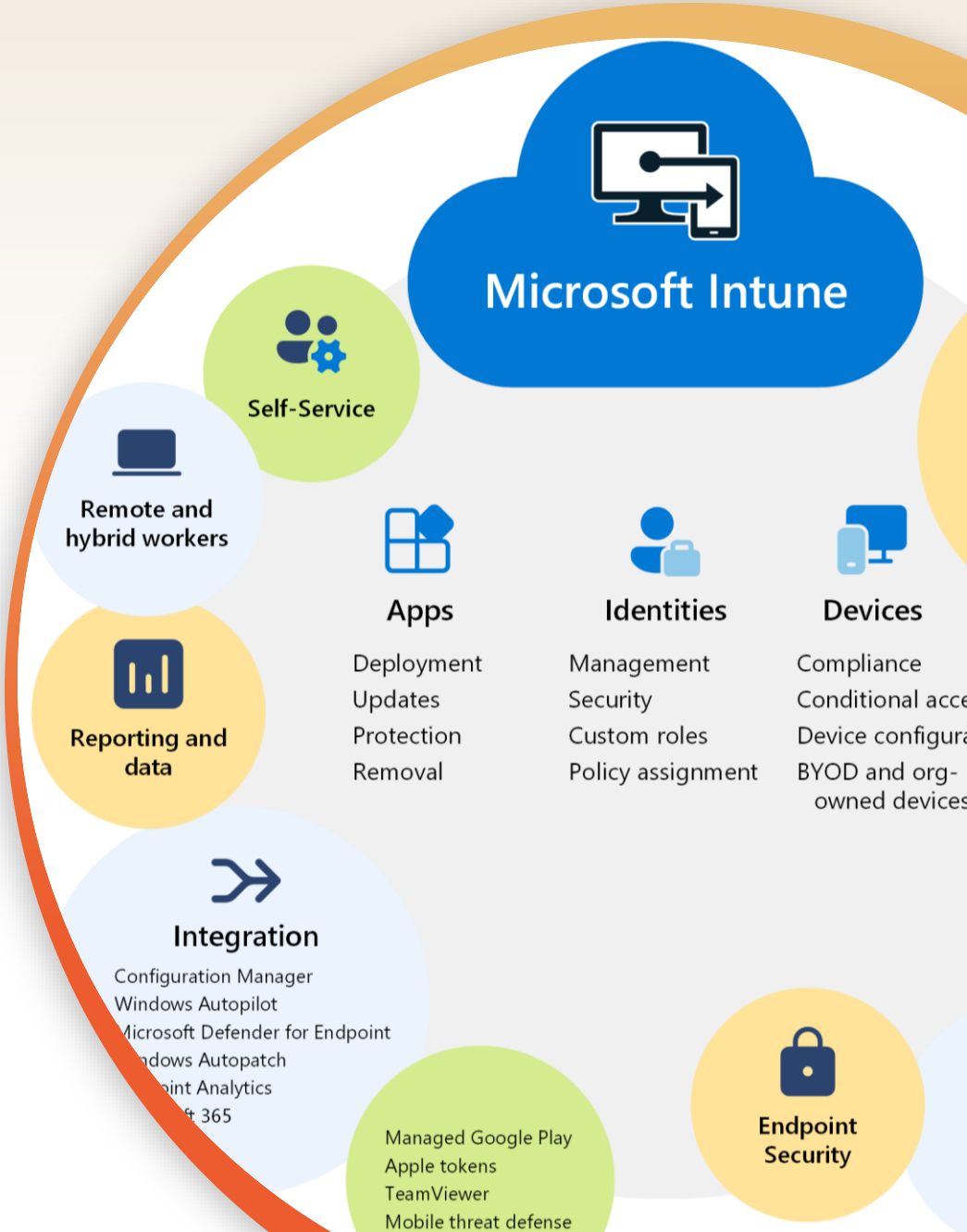
Security standards

Ensure you are working with a certified partner

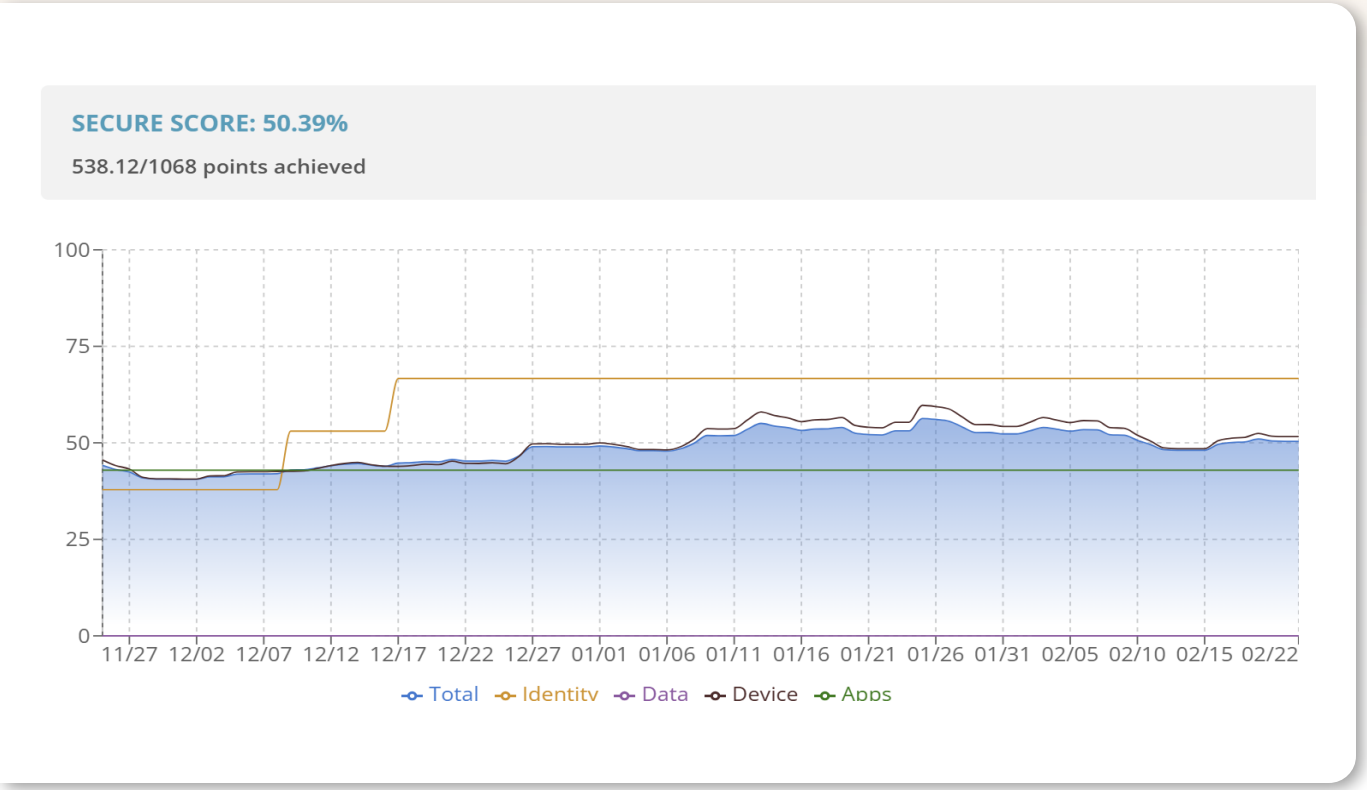
- Implement & manage standardized policies
- Align all customers to your preferred standard
  - NIST, ISO/IEC 27001, Microsoft Cloud Security Benchmark, AICPA SOC 2
- Enhanced security frameworks by industry
  - CMMC, PCI DSS, HIPAA, etc.

Intune, MDM & MAM

- Comprehensive device management in a remote world – Windows, macOS, Android iOS
- Only allow enrolled devices access to company data
- Lost or stolen devices – disk encryption & wipe
- Restrict actions on personal devices
- User self-service company portal



Monitoring & reporting



- Provide monthly reporting on environment health
  - Secure Score, device performance, app reliability, etc.
- Insurance attestation
- Vulnerability reporting and remediation

Defender Security

- Included in M365 Business Premium
- Windows, macOS support, Android and iOS
- Attack surface reduction - network and web protection
- AI and machine learning threat detection

The Opportunity

Different approaches

Non-AYCE "Customers"

- Low cost, high margin M365 management SKU
- Bundle with M365 license resale
- MSP branded co-managed portal

New Prospects

- Differentiate by embracing customers M365 investment
- Increase MRR with a M365 management fee
- Require minimum M365 license level
- Highlight M365 SLA

Existing ACYE Customers

- Include/justify price increase
- Replace costly 3rd party tools – increase margins
- Bundle with M365 upgrades
- Reduce labor & ticket costs

Challenges

Non-AYCE Customers

- Break/fix or license resale = no managed services
- Low margin
- Missing required M365 features

New Prospects

- Competing with less sophisticated MSPs

Existing AYCE Customers

- They expect you are managing this
- Pricing pressure

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How Nerdio Helps

nerdio | Manager for MSP

Microsoft management & security with Nerdio

AZURE INFRASTRUCTURE

- Azure Virtual Desktop
- Compute
- Storage & Files
- Networking & Security
- Backup & Recovery
- Applications
- Azure AI

MODERN WORK

- ENTRA ID & AD
- Intune & Endpoints
- Windows 365
- Defender XDR
- Policies & Baselines
- Microsoft 365 Apps
- License Management

Proven results: real impact for MSPs who made the switch

The Nerdio difference

30–50%

INCREASE IN PROFITABILITY

- Nerdio's automation reduces overhead costs, increasing profitability
- MSPs can scale services more effectively without operational bottlenecks
- MSPs using Nerdio outperform those relying on manual processes.

55%

IN PURE COST SAVINGS

- Consolidating management into one platform eliminates unnecessary software costs.
- Nerdio's automation decreases the need for excessive admin hours.
- Streamlined workflows eliminate wasteful processes.

52%

IN TIME SAVINGS

- Less time on IT management means more time for strategic initiatives.
- Standardized automation accelerates customer setup.
- IT staff can focus on high-value tasks instead of repetitive admin work.

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Nerio enabling your M365 managed service

Endpoint Management – Intune, MDM & MAM

CIS Partnership & Certification

Multi-Tenant M365 settings, & policies

Defender management with Huntress

PSA integration – HaloPSA

Low cost, per tenant pricing model

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Certified Products

Nerdio's products have been awarded CIS Security Software Certification for CIS Benchmark(s) as outlined below.

Nerdio Manager for MSP v5.5

- CIS Benchmark Assessment Certified for Microsoft Intune for Windows 10 v3.0.1; Level 1 Profile
- CIS Benchmark Assessment Certified for Microsoft Intune for Windows 11 v3.0.1; Level 1 Profile

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Q&A