

H1. Welcome to the MSP501

Q1. Which of these best describes your company type?

- VAR Solutions Provider
- Managed Services Provider
- Cloud Services Provider
- ISV/Application Developer
- Telecom Services Provider
- Cloud Services Provider
- IT/Business Consultant
- Web Hosting Provider
- Other (please specify)

Q2. Can we contact you to participate in our 2018 monthly syndicated research?

- Yes
- No

Q3. What company are you nominating for the MSP 501 and/or our regional list honors?

Full company name	<input type="text"/>
Website (please include the http or https)	<input type="text"/>
Phone number	<input type="text"/>
Street Address	<input type="text"/>
Address 2	<input type="text"/>
City	<input type="text"/>
State/Province/Region	<input type="text"/>
Zip Code	<input type="text"/>
Country	<input type="text"/>

Q4. Where is the company headquartered?

- North America
- Central or South America
- EMEA (Europe, Middle East, Africa)
- AANZ (Asia, Australia, New Zealand)

Q5. Company's social media pages

Q5A. Twitter handle (example format: <http://twitter.com/#!/mspmentor>)

Q5B. Facebook page (example format: <http://www.facebook.com/yourpage>)

Q5C. YouTube user name (example format: <http://www.youtube.com/user/yourcompany>)

Q5D. Company blog (example format: <http://www.yourcompany.com/yourblog>)

Q5E. LinkedIn group

Q5F. Google+

Q6. Who is the nominated company's president, CEO or top executive?

First Name	<input type="text"/>
Last Name	<input type="text"/>
Job Title (President? CEO?)	<input type="text"/>
Email	<input type="text"/>
Phone	<input type="text"/>

Q7. What is your contact information?

First Name	<input type="text"/>
Last Name	<input type="text"/>
Job Title (President? CEO?)	<input type="text"/>
Email	<input type="text"/>
Phone	<input type="text"/>

Q8. What on-premises products/services do you offer? (Check all that apply)

- | | |
|----------------------------------------------------------------------------|--------------------------------------------------------------------|
| <input type="checkbox"/> Business Applications | <input type="checkbox"/> Networking |
| <input type="checkbox"/> Database (Business Intelligence, Analytics, etc.) | <input type="checkbox"/> Operating Systems |
| <input type="checkbox"/> Endpoint Security | <input type="checkbox"/> Printing Services |
| <input type="checkbox"/> Enhanced Network Monitoring | <input type="checkbox"/> Servers |
| <input type="checkbox"/> Identity Access Management | <input type="checkbox"/> Storage (Backup, Disaster Recovery, etc.) |
| <input type="checkbox"/> Internet of Things (IoT) | <input type="checkbox"/> Video/Unified Communications |
| <input type="checkbox"/> Mobility/Wireless | <input type="checkbox"/> Virtualization |
| <input type="checkbox"/> Network Security | |

Q9. Which services does your company offer?

- | | |
|---------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Cloud-based BDR (Backup and Disaster Recovery) | <input type="checkbox"/> Managed phone services |
| <input type="checkbox"/> Cloud-based File Sync & Sharing | <input type="checkbox"/> Managed print services |
| <input type="checkbox"/> Cloud storage | <input type="checkbox"/> Managed storage (backup & disaster recovery, business continuity, etc.) |
| <input type="checkbox"/> Cloud security | <input type="checkbox"/> Managed security (firewall monitoring, endpoint protection, etc.) |
| <input type="checkbox"/> Colocation services | <input type="checkbox"/> Managed video conferencing/telepresence |
| <input type="checkbox"/> Database (Business Intelligence, Analytics, etc.) | <input type="checkbox"/> Managed video surveillance |
| <input type="checkbox"/> Desktop as a Service (DaaS) | <input type="checkbox"/> Managed VoIP (managed unified communications) |
| <input type="checkbox"/> Identity Access Management/Identity as a Service/ Infrastructure as a Service (IaaS) | <input type="checkbox"/> Managed WAN |
| <input type="checkbox"/> Platform as a Service (PaaS) | <input type="checkbox"/> Mobile device management (tablets, smartphones, etc.) |
| <input type="checkbox"/> SaaS Email (Hosted Exchange, etc.) | <input type="checkbox"/> Mobile applications management (tablets, smartphones, etc.) |
| <input type="checkbox"/> SaaS CRM (Dynamics CRM, Salesforce.com, etc.) | <input type="checkbox"/> NOC (network operations center) services |

- | | |
|-------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| <input type="checkbox"/> Hardware as a service (HaaS) | <input type="checkbox"/> Patch management |
| <input type="checkbox"/> Help desk/Service desk | <input type="checkbox"/> Remote monitoring (servers, desktops, laptops, networks) |
| <input type="checkbox"/> Hosted VoIP | <input type="checkbox"/> Software license management |
| <input type="checkbox"/> Managed cloud services | <input type="checkbox"/> Virtual Desktop Infrastructure (VDI) |
| <input type="checkbox"/> Managed compliance services (HIPAA, PCI, etc.) | <input type="checkbox"/> Virtual Servers in the Cloud |
| <input type="checkbox"/> Managed database services | <input type="checkbox"/> Website Hosting |
| <input type="checkbox"/> Managed email/anti-spam | <input type="checkbox"/> Other |

Q10. What size customers do you target? (Check all that apply)

- 1-99 employees
- 100-999 employees
- 1000+ employees

Q11. Which industries do you serve? (Check all that apply)

- | | |
|----------------------------------------------------------------|--------------------------------------------------------------------|
| <input type="checkbox"/> We don't have a vertical market focus | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Legal |
| <input type="checkbox"/> Advertising/Marketing | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Banking/Financial services | <input type="checkbox"/> Media |
| <input type="checkbox"/> Construction/Mining/Agriculture | <input type="checkbox"/> Not for profit associations/organizations |
| <input type="checkbox"/> Distribution Education (K12) | <input type="checkbox"/> Professional Services |
| <input type="checkbox"/> Education (college and university) | <input type="checkbox"/> Real Estate (residential/consumers) |
| <input type="checkbox"/> Energy (oil, gas, utilities, etc.) | <input type="checkbox"/> Retail |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Government (state and local) | <input type="checkbox"/> Telecommunications |
| <input type="checkbox"/> Government (federal) | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Healthcare | <input type="checkbox"/> Other |
| <input type="checkbox"/> Hospitality | |

Q12. Do you sell to any lines of business or business functions? (Check all that apply)

- Finance
- HR
- Legal
- Marketing
- Office Administration
- Sales
- Other (please specify)

Q13. In which organizations/associations/peer groups is your company currently active? (Check all that apply)

- | | |
|------------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> 1n Service | <input type="checkbox"/> Robin Robins |
| <input type="checkbox"/> 4Profit | <input type="checkbox"/> Service Leadership |
| <input type="checkbox"/> ASCII Group/Autotask User Group | <input type="checkbox"/> SMB Technology Network (SMBTN) |
| <input type="checkbox"/> CharTec | <input type="checkbox"/> TAG |
| <input type="checkbox"/> Clarity Channel Advisory Group | <input type="checkbox"/> Taylor Business Group |
| <input type="checkbox"/> CompTIA | <input type="checkbox"/> Tech Data/TechSelect |
| <input type="checkbox"/> ConnectWise User Groups/IT Nation | <input type="checkbox"/> True Profits |
| <input type="checkbox"/> HTG Peer Groups | <input type="checkbox"/> TruMethods |
| <input type="checkbox"/> Ingram Micro VTN | <input type="checkbox"/> Varnex |

- MSP Alliance
 MSP University

- None
 Other (please specify)

Q14. For 2017, how many customer end users was the company under contract to manage?

Q15. For 2016, how many customer end users was the company under contract to manage?

Q16.
For 2017, how many end-user devices (desktops, notebooks, Mac, Windows, tablets, smartphones, etc.) was the company under contract to remotely manage?

Q17.
For 2016, how many end-user devices (desktops, notebooks, Mac, Windows, tablets, smartphones, etc.) was the company under contract to remotely manage?

Q18.
For 2017, how many physical servers and network devices (switches, routers, firewalls, etc.) was the company under contract to remotely manage?

Q19.
For 2016, how many physical servers and network devices (switches, routers, firewalls, etc.) was the company under contract to remotely manage?

Q20.
For 2017, how many virtual machines (VMware, HyperV, Citrix, KVM, etc.) was the company under contract to manage?

Q21.
For 2016, how many virtual machines (VMware, HyperV, Citrix, KVM, etc.) was the company under contract to manage?

Q22. As of December 2017, how many full-time employees did the company have?

Q23. As of December 2016, how many full-time employees did the company have?

Q24. How many 1099 contractors did the company use in 2017?

- None
 1 to 5
 6 to 10
 11 to 20
 More than 20

Q25.
**Which sales activities does your company leverage to acquire new recurring clients?
(Check all that apply)**

- Automated inbound campaign (ex: Hubspot)
- Cold calling
- Email blasts
- Networking

- Pay-per-click advertising
- Referral program(s)
- Target email campaigns
- Webinars/Seminars

Q26.

How many dedicated salespeople do you have in your company (not including Owner/CEO)?

Q27.

How many technical employees do you have in your company that do not work in a sales capacity (tech managers, networking engineers, desktop support, etc.)?

Q28.

To what degree, if any, is your company being impacted by competitive margin pressure coming from different cloud options and direct vendor solutions? (Does not include competition from other MSP offerings)

- Not at all
- Moderate impact
- Significant impact

Q29. Where do you see your biggest growth areas in 2018? (Check all that apply)

- | | |
|------------------------------------------------------|---------------------------------------------------------------------------|
| <input type="checkbox"/> AI | <input type="checkbox"/> Hosted Exchange |
| <input type="checkbox"/> Application Development | <input type="checkbox"/> Hosting Dedicated Servers |
| <input type="checkbox"/> AR/VR | <input type="checkbox"/> IaaS |
| <input type="checkbox"/> BI | <input type="checkbox"/> Identity Access Management/Identity as a Service |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> IoT |
| <input type="checkbox"/> DaaS | <input type="checkbox"/> Network Security |
| <input type="checkbox"/> DRaaS | <input type="checkbox"/> Office 365 |
| <input type="checkbox"/> Endpoint Security | <input type="checkbox"/> Professional Services |
| <input type="checkbox"/> Enhanced Network Monitoring | <input type="checkbox"/> SaaS |
| <input type="checkbox"/> Google Apps | <input type="checkbox"/> Security |
| <input type="checkbox"/> HaaS | <input type="checkbox"/> Vertical Market Applications |
| <input type="checkbox"/> Hardware resale | |

Q30. Are you working with clients or planning on working with clients on IoT initiatives in 2018?

- Yes
- No

Q31. If the company added employees/head count in 2017, how did it do so?

- Added employees through new hires
- Added employees through mergers and acquisitions
- Both A and B
- We didn't add employees in 2017

Q32.

Which business management software platform (RMM/PSA) does your company rely on? (Check all that apply)

- Autotask
- ConnectWise

- Continuum
- Kaseya
- SolarWinds
- TigerPaw
- We use our own, internally developed platform
- Open Source
- Other (please specify)
- We do not use an RMM/PSA platform

Q33. Where does the business management software platform (RMM/PSA) run?

- On-premises
- In the cloud
- Both on-premises and in the cloud

Q34. Who actually runs the NOC (network operations center)?

- We run our NOC in-house
- We outsource our NOC to a third-party service provider
- We don't have NOC services

Q35. Who actually runs the help desk?

- We run our help desk in-house
- We outsource our help desk to a third-party service provider
- We don't have a help desk

Q36. Which cloud services does the company leverage to drive revenues? (Check all that apply.)

- Amazon S3, EC2, AWS
- Google Apps / Gsuite
- IBM Softlayer
- Microsoft Windows Azure
- Microsoft Office 365
- Netsuite
- Rackspace Managed Cloud
- Salesforce.com
- SAP Hana
- ServiceNow
- VMWare
- Datto
- Other (please specify)

Q37. Which security vendors do you use to protect your client environments? (Check all that apply)

- | | |
|-----------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> AuthAnvil | <input type="checkbox"/> Palo Alto Networks |
| <input type="checkbox"/> Cisco/Meraki | <input type="checkbox"/> Passport |
| <input type="checkbox"/> DOU | <input type="checkbox"/> SonicWall |
| <input type="checkbox"/> Exel Micro | <input type="checkbox"/> Sophos |
| <input type="checkbox"/> Fortinet | <input type="checkbox"/> Symantec |
| <input type="checkbox"/> Google Authenticator | <input type="checkbox"/> Umbrella by OpenDNS |

- Kaspersky
- McAfee
- Microsoft Authenticator
- Okta

- WatchGuard
- Webroot
- Other

Q38. What do you view as your biggest business opportunities for 2018?

Q39. What was the single biggest technology or business decision that drove your company's growth in 2017?

Q40. What is the most challenging industry issue managed services providers will face in 2018?

Q41. How do you typically charge for your managed services?

- Per device (PC, server, etc.)
- Per user
- Both per device and per user
- Other

Q42. What percent of revenue does your business generate from the following services? (% numbers need to equal 100%)

Cloud	<input style="width: 40px;" type="text" value="100"/>	%
Consulting/Business Analytics	<input style="width: 40px;" type="text" value="0"/>	%
Hardware and Software Reselling	<input style="width: 40px;" type="text" value="0"/>	%
Managed Services	<input style="width: 40px;" type="text" value="0"/>	%
Professional Services/Project Work	<input style="width: 40px;" type="text" value="0"/>	%
Total	<input style="width: 40px;" type="text" value="100"/>	%

Q43. What % of your cloud revenue consists of reselling Office 365, Google Apps or Hosted Exchange?

Q44. Please provide pricing information (in U.S. dollars) for your managed services:

- \$ If you charge per user, how much do you charge (on average) per user per month?
- \$ If you charge per device, how much do you charge (on average) per PC per month?
- \$ If you charge per device, how much do you charge (on average) per tablet/smartphone per month?
- \$ If you charge per device, how much do you charge (on average) per server per month?

Q45. These four questions focus on your company's financial performance. Please note:

1. We will NOT publish the specific financial data you supply. It will remain confidential.
2. If you qualify for the MSP 501 or associated lists, we WILL publish your percentage growth rates.
3. Please use U.S. dollar figures for your financial answers (for a free currency converter, copy/paste the following in a new browser window: <http://www.xe.com/currencyconverter/>)

- \$ 2017 TOTAL REVENUES estimated
- \$ 2016 TOTAL REVENUES estimated
- \$ 2017 RECURRING REVENUES from managed services estimated
- \$ 2016 RECURRING REVENUES from managed services estimated

Q46. What percent of annual revenue does your company spend on marketing activities?

- Less than 2%
- 2% - 4%
- 5% - 9%
- 10% or more

Q47. In the next 12-24 months, is your company likely to engage in any of the following business activities?

- We will acquire one or more other companies
- We will sell to another company
- We will close the company for one or more reasons

Q48. What is your company's Net Promoter Score (NPS)?

Q49.

Applicants are required to provide 2017 financial results and revenue verification in the form of a confidential statement from a certified or other executive financial professional. Channel Futures/Channel Partners will not disclose specific annual revenue information such as revenue dollars. However, we reserve the right to publish company growth rates based on the private revenue information you submit. Please upload your revenue verification here.

Q50.

In conjunction with the release of the MSP 501 2018 Edition, Channel Futures plans on recognizing a select few companies for their outstanding performance in 2017 and beyond. If your company is interested in applying for one of our special awards, which include MSP of the Year, Executive of the Year and the Lifetime Achievement recipient, please take a moment and tell us why in 300 words or less. Apply to as many as three categories per company:

Q51. The Vanguard Award: This award will be bestowed on the company that demonstrates thought leadership in terms of digital transformation. To qualify, please tell us what your company has done in terms of selling advanced digital services and how the sale of these has contributed to your company's overall financial success...

Q52. Lifetime Achievement Award: This award is for an executive who has demonstrated commitment, perseverance, creativity and ingenuity over an entire career. To qualify, please nominate a candidate and describe what he or she has done to distinguish themselves in the ICT sector and channel as a whole...

Q53. The Newcomer Award: The award is bestowed upon a first-time MSP 501er that is shaking things up. To qualify, please describe your company's journey to the MSP 501, including its history, market positioning, business model and current go-to-market strategy...

Q54. The Comeback Kid Award: This award goes to a company that had drifted away from the MSP 501 but who has since come back into our fold. To qualify, please describe your company's history, market positioning, business model and current go-to-market strategy...

Q55. Executive of the Year Award: This award will be bestowed by Informa editors to an extraordinary individual who set his or her company apart from the rest in 2017 and 2018. To qualify, please describe the achievements of your organization's top executive, and describe what distinguishes this person from others when it comes to marketing prowess, customer experience, financial success, operational efficiency, community service or any other aspect of his or her leadership style.

Q56. Digital Innovator of the Year Award: The award will be given to a company that demonstrates excellence in intellectual property development. To qualify, please submit an application that describes your company's home-grown product or service, complete with details as to how what makes it innovation from either a functionality, pricing and/or competitive point of view. Be sure to describe what market need this product or services fulfills, its price and target customer segment.

Q57. MSP of the Year Award: This award will be given to the company that demonstrates excellence in business efficiency and business model innovation. To qualify, applicants should detail how their organization distinguishes itself in the market and include mention of any vendor awards bestowed upon it. It's not just enough to be great in your market; to win this award your organization will have to demonstrate true greatness.

Q58.
Winners will be honored at the MSP 501 gala being held this year at Channel Partners Evolution conference Oct. 9-12 in Philadelphia. If you are selected as a winner, will you be able to attend the 2018 gala?

- Yes
- No

Q59. If you would like to receive a copy of your responses, please provide your email address in the space provided below. Once you click the "SUBMIT" button at the bottom of this screen, an email will be compiled and sent to you.

research_dept@informa.com

Q60. Thank you for your input!
Please click the "Submit" button below to submit your responses.

Location Data