

MSP 501

1. What company are you nominating for the MSP 501?

Please note that your company name and web address will appear exactly as entered. Please confirm you have entered the full URL, including the http:// or https:// prefix.

Full company name	
DBA name (if applicable)	
Website (you must provide the full address including the http:// or https://)	
10-digit Phone number	
Street Address	
Address 2	
City	
State/Province/Region	
Zip Code	
Country	

1a. Please tell us about your company's social media pages

Twitter handle (example format: https://twitter.com/MSP_501)	
Facebook page (example format: https://www.facebook.com/ChannelFuturesMSP501/)	
YouTube user name (example format: https://www.youtube.com/user/msp501)	
Company blog (example format: https://www.channelfutures.com/msp-501)	
LinkedIn group (example format: https://www.linkedin.com/groups/2729912/)	

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

First Name _____

Last Name _____

Job Title (President, CEO?) _____

Email _____

Phone _____

3. Who is the primary media contact?

Please note that all communications about the 501 will be sent to the email address exactly as it is provided. Please confirm full email addresses are listed correctly.

First Name _____

Last Name _____

Job Title (President, CEO?) _____

Email _____

Phone _____

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4. May Channel Futures / Channel Partners editors contact you at the email address provided for editorial purposes (comment on news items, company profiles, etc.)?

- Yes
- No

5. Is your company publicly traded?

- Yes – If yes, what is its ticker symbol? _____
- No

6. Does your business qualify as any of the following?

- Minority-owned
- Woman-owned
- Millennial-owned
- Owned / Operated by United States veteran

7. Which of these BESTS describes your company type?

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

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8. Which managed services does your company offer? (Select all that apply.)

- Backup and Disaster Recovery (BDR)
- Colocation Services
- Cloud Storage
- Collaboration / File Sync and Sharing
- Data Center
- Desktop as a Service (DaaS)
- Help Desk / Service Desk
- Identity Access Management
- Infrastructure as a Service (IaaS)
- Internet of Things (IoT)
- Managed Compliance Services (HIPAA, PCI, etc.)
- Managed Email / Anti-Spam
- Managed Phone Services
- Managed Print Services
- Managed SD-WAN
- Managed Security (if selected, please specify which of the below security offerings you provide)
 - Identity Access Management
 - Enhanced Network Monitoring
 - Endpoint Security
 - Network Security
 - Dark Web Monitoring
 - Phishing
 - End User Security Training
 - SIEM
 - Intrusion Protection Services (IPS)
- Managed Video Conferencing / Telepresence
- Managed Video Surveillance
- Mobile Device Management (Tablets, Smartphones, etc.)
- Mobile Applications Management (Tablets, Smartphones, etc.)
- Remote Monitoring (Servers, Desktops, Laptops, Networks)
- Robotic Process Automation
- SaaS Email (Hosted Exchange, Office 365, Gmail, etc.)
- SaaS CRM (Dynamics CRM, Salesforce.com, etc.)
- Virtual Desktop Infrastructure (VDI)
- Other (please specify) _____

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9. Which cloud services does the company leverage? (Select all that apply.)

- Amazon S3, EC2, AWS
- Google Apps / Gsuite
- Google Cloud
- IBM Softlayer
- Microsoft Azure
- Microsoft Office 365
- NetSuite
- QuickBooks
- Rackspace Managed Cloud
- Salesforce.com
- SAP Hana
- ServiceNow
- VMware
- Other (please specify) _____

10. What are your top 3 revenue generating products?

- #1 _____
- #2 _____
- #3 _____

11. What are your top 3 margin products?

- #1 _____
- #2 _____
- #3 _____

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12. Where do you see your biggest growth areas in 2019? (Select all that apply.)

- AI (Artificial Intelligence)
- Application Development
- AR / VR (Augmented Reality / Virtual Reality)
- BI (Business Intelligence)
- Cloud Migration
- Compliance
- Consulting
- Desktop as a Service (DaaS)
- Disaster Recovery as a Service (DRaaS)
- Google Apps
- Hardware Resale
- Hosted Exchange
- Hosting Dedicated Servers
- Infrastructure as a Service (IaaS)
- Internet of Things (IoT)
- Office 365
- Professional Services
- Security (If selected, please specify which security growth areas from the below choices)
 - Dark Web Monitoring
 - Enhanced Network Monitoring
 - Endpoint Security
 - End User Security Training
 - Identity Access Management
 - Intrusion Protection Services (IPS)
 - Network Security
 - Phishing
 - SIEM
- Vertical Market Applications
- Other (please specify) _____

13. What % of your annual revenue consists of reselling managed security offerings?

_____ %

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

- | | |
|---|---|
| <input type="checkbox"/> AlienVault | <input type="checkbox"/> Microsoft |
| <input type="checkbox"/> AuthAnvil | <input type="checkbox"/> Okta |
| <input type="checkbox"/> Auvik | <input type="checkbox"/> Palo Alto Networks |
| <input type="checkbox"/> Avast | <input type="checkbox"/> Passportal |
| <input type="checkbox"/> Bitdefender | <input type="checkbox"/> RapidFire Tools |
| <input type="checkbox"/> Carbonite | <input type="checkbox"/> SonicWall |
| <input type="checkbox"/> Cisco / Meraki | <input type="checkbox"/> Sophos |
| <input type="checkbox"/> Commvault | <input type="checkbox"/> Symantec |
| <input type="checkbox"/> DOU | <input type="checkbox"/> Trend Micro |
| <input type="checkbox"/> Exel Micro | <input type="checkbox"/> Umbrella by OpenDNS |
| <input type="checkbox"/> Fortinet | <input type="checkbox"/> Unitrends |
| <input type="checkbox"/> Google | <input type="checkbox"/> Veeam |
| <input type="checkbox"/> ID Agent | <input type="checkbox"/> Vipre |
| <input type="checkbox"/> IBM | <input type="checkbox"/> WatchGuard |
| <input type="checkbox"/> Kaspersky | <input type="checkbox"/> Webroot |
| <input type="checkbox"/> MalwareBytes | <input type="checkbox"/> None |
| <input type="checkbox"/> McAfee | <input type="checkbox"/> Other (please specify) |
-

15. Do you partner with a managed security services provider (MSSP) to provide your advanced security services?

- Yes
- No

16. Which backup and disaster recovery (BDR) companies do you work with? (Select all that apply.)

- | | |
|---|---|
| <input type="checkbox"/> Acronis | <input type="checkbox"/> PhoenixNAP |
| <input type="checkbox"/> Axient / eFolder | <input type="checkbox"/> Microsoft Azure |
| <input type="checkbox"/> Bluelock | <input type="checkbox"/> Recovery Point |
| <input type="checkbox"/> Carbonite | <input type="checkbox"/> SolarWinds MSP |
| <input type="checkbox"/> Evolve IP | <input type="checkbox"/> Sungard AS |
| <input type="checkbox"/> Datto | <input type="checkbox"/> TierPoint |
| <input type="checkbox"/> IBM | <input type="checkbox"/> Unitrends |
| <input type="checkbox"/> iland | <input type="checkbox"/> Veeam |
| <input type="checkbox"/> Infracore | <input type="checkbox"/> None |
| <input type="checkbox"/> j2 Global | <input type="checkbox"/> Other (please specify) |
-

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17. Are you working with clients or planning on working with clients on Internet of Things (IoT) initiatives in 2019?

- Yes
- No

If yes, please briefly explain:

18. Which remote monitoring and management (RMM) software platform does your company rely on? (Select all that apply.)

- | | |
|---|--|
| <input type="checkbox"/> Atera | <input type="checkbox"/> PRTG |
| <input type="checkbox"/> Auvik | <input type="checkbox"/> Pulseway |
| <input type="checkbox"/> ConnectWise | <input type="checkbox"/> SolarWinds |
| <input type="checkbox"/> Continuum | <input type="checkbox"/> TigerPaw |
| <input type="checkbox"/> Datto (Autotask) | <input type="checkbox"/> We use our own, internally developed platform |
| <input type="checkbox"/> Kaseya | <input type="checkbox"/> Open Source |
| <input type="checkbox"/> Microsoft InTune | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Ninja RMM | |
-
- We do not use an RMM platform

19. Which professional services automation (PSA) / IT documentation software platform does your company rely on? (Select all that apply.)

- | | |
|---|--|
| <input type="checkbox"/> ConnectWise | <input type="checkbox"/> Passportal |
| <input type="checkbox"/> Continuum | <input type="checkbox"/> SolarWinds |
| <input type="checkbox"/> Datto (Autotask) | <input type="checkbox"/> TigerPaw |
| <input type="checkbox"/> Harmony PSA | <input type="checkbox"/> We use our own, internally developed platform |
| <input type="checkbox"/> IT Glue | <input type="checkbox"/> Open Source |
| <input type="checkbox"/> Kaseya BMS | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Microsoft SharePoint | |
-
- We do not use a PSA platform

20. Where do the business management software platforms (RMM / PSA) run?

- On-premises
- In the cloud
- Both on-premises and in the cloud
- Not applicable

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21. 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 do not offer NOC services
- Not applicable

22. 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 do not offer help desk services
- Not applicable

23. Who actually runs the SOC (security operations center)?

- We run our SOC in-house
- We outsource our SOC to a third-party service provider
- We do not offer SOC services
- Not applicable

24. What size customers do you target? (Select all that apply.)

- 1-20 employees
- 21-100 employees
- 101-500 employees
- 501-1,000
- 1,001 employees or more
- We do not have a customer target size

25. Which industries do you serve? (Select all that apply.)

- | | |
|--|--|
| <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"/> Education (K12) | <input type="checkbox"/> Professional Services |
| <input type="checkbox"/> Education (College and University) | <input type="checkbox"/> Real Estate |
| <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 (please specify) |
| <input type="checkbox"/> Hospitality | |
| <input type="checkbox"/> Insurance | |
| | <hr/> |
| | <input type="checkbox"/> We do not have a vertical market focus |

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26. Do you sell to any line of business (LOB) or business functions? (Select all that apply.)

- Finance
- HR
- IT
- Legal
- Marketing
- Office Administration
- Sales
- Other (please specify) _____
- We do not have a LOB focus

27. 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 pure-play MSP offerings.)

- Not at all
- Moderate Impact
- Significant Impact

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

- | | |
|--|---|
| <input type="checkbox"/> The 20 | <input type="checkbox"/> MSP University |
| <input type="checkbox"/> ASCII Group / Autotask User Group | <input type="checkbox"/> Robin Robins |
| <input type="checkbox"/> CharTec | <input type="checkbox"/> Service Leadership |
| <input type="checkbox"/> CompTIA | <input type="checkbox"/> Tech Data / TechSelect |
| <input type="checkbox"/> ConnectWise IT Nation (HTG Peer Groups) | <input type="checkbox"/> TruMethods |
| <input type="checkbox"/> Ingram Micro VTN | <input type="checkbox"/> None |
| <input type="checkbox"/> MSPAlliance | <input type="checkbox"/> Other (please specify) _____ |

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29. For 2018, how many customer end users was the company under contract to manage?

2018 Customer end users : _____

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

2017 Customer end users : _____

31. For 2018, how many end-user devices (desktops, notebooks, Mac, Windows, tablets, smartphones, etc.) was the company under contract to remotely manage?

2018 end-user devices : _____

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

2017 end-user devices : _____

33. For 2018, how many physical servers and network devices (switches, routers, firewalls, etc.) was the company under contract to remotely manage?

2018 physical servers and network devices : _____

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

2017 physical servers and network devices : _____

35. For 2018, how many virtual machines (VMware, HyperV, Citrix, KVM, etc.) was the company under contract to manage?

2018 virtual machines : _____

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

2017 virtual machines : _____

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

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

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

Cloud	_____ %
Hardware and Software Reselling	_____ %
Professional Services/Project Work	_____ %
Consulting/Business Analytics	_____ %
Managed Services	_____ %

39. Please provide pricing information for your managed services (responses must be in U.S. dollars and in decimal format, e.g. \$x.xx):

- _____ 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?

40. These four questions focus on your company’s financial performance. Please note: 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 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/>)

- 2018 TOTAL REVENUES estimated : _____
- 2017 TOTAL REVENUES estimated : _____
- 2018 RECURRING REVENUES from managed services estimated : _____
- 2017 RECURRING REVENUES from managed services estimated : _____

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

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

42. Which sales activities does your company leverage to acquire new clients? (Select all that apply.)

- Automated Inbound Campaign (ex: Hubspot)
- Cold Calling
- Email Blasts
- Networking
- Pay-per-Click Advertising
- Referral Program(s)
- Targeted Email Campaigns
- Webinars / Seminars

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43. As of December 2018, how many full-time employees did the company have?

2018 Full-time employees : _____

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

2017 Full-time employees : _____

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

Dedicated salespeople : _____

46. 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.)?

Technical employees not in sales : _____

47. How many technical employees do you have in your company that DO work in a sales capacity (sales engineers, UX experts, post-sales expertise, etc.)?

Technical employees in sales : _____

48. If the company added employees / head count in 2018, how did it do so?

- Added employees through new hires
- Added employees through mergers and acquisitions
- Both through new hires and mergers/acquisitions
- We did not add employees in 2018

49. How many 1099 contractors did the company use in 2018?

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

50. In the previous 12-24 months, did your company engage in either of the following business activities?

- We acquired one or more other companies
- We sold to another company

51. In the next 12 months, is your company actively planning 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

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52. What do you view as your biggest business opportunities for 2019?

53. What was the single biggest technology or business decision that drove your company's growth in 2018?

54. What is the most challenging industry issue managed services providers will face in 2019?

55. 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.

56. 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.

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57. 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.

58. The Comeback Kid Award: This award belongs to the company that faced a significant business challenge and bounced back to a profitable business model. To qualify, please describe your company’s history, market positioning, business model and current go-to-market strategy.

59. 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.

60. Digital Innovator of the Year Award: This 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 what makes it innovative from 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.

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61. MSP of the Year Award: This award will be given to the company that demonstrates excellence in business efficiency, agility in the face of an evolving market and business model innovation. To qualify, applicants should detail how their organization distinguishes itself in the market, explain how it has evolved to meet market needs and include mention of any vendor awards bestowed upon it.

62. Winners will be honored at the MSP 501 gala being held this year at Channel Partners Evolution conference Sept. 9-12 in Washington, D.C. If you are selected as a winner, will you be able to attend the 2019 gala?

- Yes
- No

If you have not yet uploaded your REQUIRED 2018 financial results and revenue verification in the form of a confidential statement from a certified or other executive financial professional, please do so here. PLEASE NOTE: Applications that do not provide revenue verification documentation will not

qualify for consideration for the 2019 MSP 501.

For a standard form to use for verification, please click [2019 MSP 501 revenue verification form](#) .

Upon clicking “submit” below, you will be given a chance to review your answers. If you would like a copy of your answers sent to you, please provide your email address in the field below. PLEASE NOTE: Once submitted, no changes will be allowed. Please review carefully!

email address: _____

Thank you for your input!