



TECHNOLOGIES, INC

INTRODUCTION TO:
“BREAK-FIX” TO “MSP”
BUSINESS MODEL
CONVERSION
RE:
IT SERVICE PROVIDERS



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IT MSP Overview

We'll start with a 'general idea' and explanation of what an MSP is.

“IT MSP” = “IT Managed Service Provider”

The “IT MSP” business model, while still somewhat of a new approach in the IT industry over the last 5-10 years - (with 100% total certainty) will overtake the entire industry within the next few years, due to a variety of unavoidable changes in technology, legislation, security, compliance mandates, and **more**.

“Break-Fix IT” is no longer an option for entities beholden to compliance, operations, or performance standards - and it's no longer feasible for IT Service Providers not to adapt to this new ‘MSP’ model as well - per the legal, financial, and reputational risks with the traditional ‘Break-Fix’ IT Services model.

- **Article:** *What is an IT MSP?*
- **Article:** *Managed IT Services Guide for 2025*
- **Article:** *Does Break/Fix Still Have a Place in the IT Channel?*

Primary Features of “IT MSP”

- ⇒ Fixed-Rate monthly billing with Unlimited Support
- ⇒ Proactive Services, vs Reactive Services
- ⇒ Fully standardized costs, total budgeting stability, and precise cost forecasting
- ⇒ NO more cost spikes or invoice surprises
- ⇒ All systems fully managed, monitored, and maintained
- ⇒ Best ‘up-times’, response times, and issue engagement/resolve times
- ⇒ Monthly/quarterly reporting and documentation
- ⇒ Uniform standardization and best practices
- ⇒ Services that meet industry and government compliance requirements and regulations

Guaranteed Fixed-Rates, Proactive Services, and Technology Requirements...

Very simply: **(1)** Technology can't meet standards and reqs without proactive support, **(2)** Clients can't confidently afford proactive support without fixed-rate guarantees, and **(3)** an IT MSP can't provide fixed-rate guarantees without both proactive support and technology meeting standards and reqs.

There's more to it for sure - but the basic idea is that technology is no longer something most businesses can deprioritize to the back burner, but now that it's going to be a required expense - there's **far** more benefit to offset the cost than **ever before**, and in the end - it's produced a scenario where **YOU**, the Client, finally **WINS**, overall.

Proactive MSP Fixed-Rate Services

Simple enough. An IT MSP will provide you a Monthly Fixed-Rate for **unlimited** support (which has always otherwise been 'hourly time and material') - **and** - all the 'proactive' support necessary for meeting technology standards and requirements, and providing fixes quickly and cost-effectively.

IT companies have always hated 'variable billing' as much as clients have - but 'Fixed-Rate' billing has been thus far impossible, given the range of clients who would allow systems to get in such bad condition, and go against recommendations for standardized systems, software, and equipment - that IT companies had absolutely no way to average or predict costs, resulting in massive support headaches, vast ranges of technology for IT to learn and support, and entirely unpredictable and bloated costs.

ie, "...today, it's 'solve a critical outage with your accounting software that's 5 versions behind', and tomorrow it's 'solve a network outage between two different brands of network equipment you bought yourself from an un reputable vendor on Amazon, and don't have the warranty or support info for'..."

Proactive support and standardized systems have **always** been best for cost and efficiency in the long run - but now, due to the world we live in - it's become a requirement, and the long run savings is the only way to make it feasible for Clients and IT companies, both.

Compliance, Cyber-Insurance, and Legal/Financial Liabilities

Reducing cost and improving service is reason enough alone to migrate to the MSP Model - but Cyber-Insurance and industry and/or government compliance requirements have become far more strict for businesses (our clients) - **and now - IT MSP's ourselves are required to meet the very same compliance requirements** to remain qualified to provide Technical Services - or risk being legally and financially liable for negligence, should anything ugly occur regarding breaches, crashes, theft, etc.

Additionally - many wholesale distributor level providers such as Microsoft, Amazon, and Google have also now issued cyber-security (and other) compliance requirements to prevent cyber-security issues on shared resources (such as primary web servers, shared cloud data stores and other resources, etc) where even they could be held legally/financially liable (ie, an unsecure website that gets hacked and used to distribute viruses across the internet and/or other clients or resources for their other customers).

Standardization and Minimum Requirements

Your MSP can implement, service, and repair things (and order proper parts, get warranty services, and work with vendors and manufacturers, etc) better, faster, and cheaper - simply by standardizing **(1)** the platforms they work with, and **(2)** the practices involved with how they work.

They can standardize expertise, tools, services, and practices across the board - and ultimately, that standardization alone **triples value delivered** - in addition to the operational **and** financial improvements mentioned.

The only catch: to truly make these benefits "guaranteed" - venturing outside standardizations is simply no longer an option - and exceptions are extremely rare, to entirely unavailable.

Other Requirements for MSP Conversion

Greater Economic Impacts (Inflation, etc)

Observing that inflation isn't going to be as 'transient' as we all hoped...and having absorbed the last several price increases without passing them on to you, our dearest clients (see unchanged invoice pricing since pre-2020) - our prices have unfortunately not gone back down, but instead continue to rise - and have now reached levels where we must join the rest of the economy and increase pricing that aligns with best pricing available to us.

Thankfully, with this new "MSP Model" - these increases are very small per client, and we'll still be able to keep your costs low and service high - and even stack on a ton of benefits seemingly any client wants and has wanted for a long time now - and we're finally able to deliver them!

Standardization of Technology, Service Delivery, and Business Practices

For over a decade, BTI has included non-Premium services among our Premium offerings, for clients who want to opt for less features. Per these new requirements though, offering non-standardized, less secure, less managed, less updated/maintenanced services has become a critical and unavoidable legal/financial liability.

BTI is also unable to continue justifying the cost(s) of maintaining such a wide variety of dealership and distributor licensing, software tools, training and certifications, etc - retained solely to provide varieties of 'non-standard & discount solutions' - which again, are quickly becoming high risk on a variety of fronts.

When combined with **(1)** greater economical issues from inflation and **(2)** the difficulty of maintaining so many different versions of our offerings - BTI is simply unable to offer several of our traditional non-premium services. Instead however - we now provide for these needs in other ways: via the tiered ***Essentials, Premium, and Ultimate MSP Service Plans.***

The Good News

With our new pricing model, where you can select tiers and packages, you can now **(1)** be confident that your systems will be completely and securely managed, **(2)** drastically increase technical repair speeds as well as drastically reduce productivity downtime, **(3)** reduce your cyber and overall risks levels per compliance requirements, and **(4)** maximize efficiency, scalability, and capability of your company's entire body of updated, standardized, and uniform technology!

What All This All Means For BTI Clients

Monthly MSP Fixed Rates

You'll be receiving an invoice at the beginning of each month, for services to be rendered during that upcoming month - instead of an invoice at the end of the month, for services rendered over the past month.

Annual Term Commitments

In order to provide several facets of this new MSP dynamic, annual or multi-year commitments will be a necessity - so that we can engage heavy support months as well as light support months - all under fixed-rates. See your IT & MSP Services Agreement and IT MSP Services Proposal for more details.

Unlimited Services

Your services - both the ones you've always called us for **and** your proactive services - will now all be **unlimited**, and provided at no additional cost - with only **one** exception: FFP Projects. See your IT & MSP Services Agreement and IT MSP Services Proposal for more details.

FFP Projects

FFP stands for "Firm Fixed Price" - very simply, a "do-not-exceed quote". Project work is defined as any 'multi-tasked initiative' and/or 'implementation' that lacks the standard earmarks of either a single Break-Fix Support Request or Scheduled Task Labor.