

WHAT'S THE OPPORTUNITY?

24/7 domestic service desk assistance is a crucial component to any service provider's solutions stack. Efficient, reliable, seamless support positions MSPs to scale quickly and deliver a quality end-user experience while focusing key internal resources on new revenue opportunities. The service desk becomes your window into the environment. You can identify trends that hamper productivity, tailor your support to win new business, and partner more effectively with management to realize improvements in performance and brand loyalty.

IT executives are under increased pressure to:

- Maximize ROI
- Expand the umbrella of support beyond the traditional workday/brick-and-mortar office (24/7/365, work from home)
- Maintain expertise in an ever-evolving array of devices and platforms—from PDAs to digital signage
- Reduce their overall spend on in-house permanent resources while delivering end-user-centric white-glove service
- Provide support for short term ad hoc/refresh projects without degradation to response times or resolution rates

<p>The Challenge: Provide on-demand white-glove end-user service demonstrating technical proficiency, a premium customer contact experience, actionable reporting and the ability to scale quickly while offering consistent price points.</p>	<p>How to Spot the Opportunity: Service desk is a vital component piece to any successful MSP's comprehensive offering. If it's not in place with existing end customers, it should be deployed to solidify the MSP's offering. And if it's in place, the MSP should examine partnering with the industry leader in service desk support, leveraging a 40-year track record and larger than \$1 million investment in call-management infrastructure.</p>
---	--

Who has the problem?

The problem has the potential to span all levels of the enterprise, from frustrated end users working under deadline with little room for delay or distraction, to operations management tasked with keeping their teams productive and efficient, to senior IT personnel working with limited resources to deploy, maintain and support hardware/software while also being responsible for any lost revenue due to outages or intermittent IT issues, and finally to the executive level where finite budgetary resources must be allocated and managed for maximum return.

What's the benefit of solving the problem?

Greater productivity, profitability and ROI. Cost certainty through workload fluctuations. Flexible staffing on demand to handle unforeseen spikes in workload without lengthy staff ramp-up periods.

<p style="text-align: center;">What Is the Synergy Service Desk?</p> <p>A 40-year track record as both an MSP and provider of white-label services to the MSP community, Synergy brings its vast experience in offering quality service, process-based resolution, and ongoing investment in leading-edge innovations that garner process improvement and cost savings.</p>
--

Our Value Proposition

Synergy provides best-in-class process to enable traditional VARs to evolve into MSPs, extending the features and benefits of the MSP model to end users for increased productivity, cost certainty and satisfaction. Our 100-percent domestic help desk is staffed 24/7/365 with knowledgeable, courteous and diligent customer advocates, empowered to solve issues and deliver a superior customer experience.

The Way We Do Things—Key Differentiators

1. We deliver IT solutions that complement and expand an MSP partner's best practices and customer-contact standards.
2. No two IT service providers deliver support exactly alike; we work to understand what makes your service offering unique and seamlessly replicate the conditions that drive successful engagements.
3. Our services are designed to integrate collaboratively with our partners and complement their existing service model— from newer VARs looking to enhance their traditional reseller business with managed services—to master MSPs who want to refocus internal resources away from service desk support to more profitable, strategic initiatives.

Customer Pain	What We Do		Proof Points
No after hours support	Synergy can provide full outsourced staffing of your service desk or a supplemental after-hours service only.	Differentiator	Synergy currently provides these services to hundreds of MSPs. In order to minimally staff a 24/7 operation, an MSP would require six FTEs (full-time equivalents).
VIP support for PDA and mobile devices	Synergy has developed custom support procedures and tools to provide high-touch support to your customers' most important users.	Differentiator	PDAs have become a critical productivity tool. Synergy provides unique solutions supporting both the handheld device and back-end support applications.
No call routing, call measurement or recording customer technology in place	Synergy can provide a unique call-handling experience to each of your clients. Issuing a specific 800 number to your client provides them with the level of intimacy that your customer would expect from their own internal help desk.	Differentiator	Synergy provides our entire tool set to our MSP partners. These tools include Cisco's advanced call-routing and call-recording technologies. MSPs would need to invest in excess of \$200,000 to have this capability in-house.
Lacking SAS 70 certification as well as the resources to achieve it	Synergy's support model is SAS70 type II certified.	Standard	A SAS70 audit is completed annually at a cost of \$50,000.

Potential Blockers and Objection Handling			
	Objection	Response	Possible Action
Top Level Objections	I already have an in-house service desk.	Is it 24/7? Do you have performance measurements? Do you have an ITIL strategy? Do you have a process to measure client satisfaction? Can your center scale quickly in the event of winning a large opportunity?	Offer adjunct service desk pricing
	How can we gauge the level and quality of service our customers will receive?	Synergy has multiple measurement solutions, including Automated Call Routing (ACD) reports, and Automated Client Satisfaction reports.	Give sample reports
	They can't provide support the way we do.	Synergy has developed processes and knowledge bases to ensure our techs are performing as yours. The best insurance an MSP can have of client satisfaction is a sound strategy that delivers a total quality network, hardware and software solution that's standard and consistently supportable.	Show knowledge-base examples; highlight MSPs that have mature offerings
Supplier Objections	My customers won't stop calling my techs.	The most successful MSPs have built standard, supportable solutions. These MSPs have been able to evolve their internal resources to proactive roles that satisfy the high-touch client's need for intimacy with the MSP.	Highlight MSPs that have mature service offerings
	My customers know my techs and do not want to talk to a third party.	The Synergy offering is designed to provide a high level of personal intimacy and repeatability. Frankly, however, the "magic" happens for the MSP once the total solution has matured and problems are eliminated (or greatly reduced) from the client environment.	Highlight MSPs that have mature service offerings
Solution Objections	It's too expensive.	It's critical that an MSP incorporate the service desk into a bundled offering. Rarely is an MSP able to sell or perpetuate a service desk relationship with a client if the product is itemized.	Give example of MSPs that have bundled total solutions
	We support custom apps/technology.	All clients require some level of custom app support. The more the MSP is able to standardize their product mix, the more scalable and profitable the individual MSP's products will become.	Give knowledge base and call scripting examples.

Potential Blockers and Objection Handling

In the end, the decision to partner with another successful member of the MSP community comes down to one thing: whether or not both parties are working for the same goal. If the goal is to keep the end user productive and confident in the technology support, then you should partner with Synergy. And if you're looking for a service desk provider that will deliver quality support and actionable reporting, equipping you to develop consultative service engagements for improved network and infrastructure reliability, then you should partner with Synergy.

Contact Information

In the U.S., email saleservices@ingrammicro.com or call (800) 705-7057.
 In Canada, email services@ingrammicro.ca or call (877) 755-5002.
 Visit www.ingrammicro.com/seismic for details.