<<Name Of Service>> Plan Comparison Chart

Plan Description	No Plan	Budget	Professional	Premium
Hourly On-Site Rate For Services & Support Monday – Friday, 8:00 a.m. – 5:00 p.m.	$175 Per Hour 2-Hour Minimum	$130 Per Hour 2-Hour Minimum	$110 Per Hour 1-Hour Minimum	**Included**
Remote Help Desk Support Monday – Friday, 8:00 a.m. – 5:00 p.m.	$43.75 Per 15 Minutes	$32.50 Per 15 Minutes	**Included**	**Included**
After-Hours And Weekend Support Monday – Friday, 5:01 p.m. - 10:00 p.m. Saturday – Sunday, 8:00 a.m. – 7:00 p.m.	Not Available	$195 Per Hour 2-Hour Min. Remote 4-Hour Min. On-Site	$165 Per Hour 1-Hour Min. Remote 2-Hour Min. On-Site	**Included**
Remote Emergency Response Time	As Available	3 Hours	1 Hour	**30 Minutes Or Less**
On-Site Emergency Response Time	As Available	As Available	1 Day Or Less	**Same Day**
Proactive Maintenance				
Remote Monitoring And Management ▪ Server stability and performance ▪ Notification of unusual events and threats ▪ Daily backup monitoring ▪ Monitoring for down/offline devices	*NOT Incl.*	**Included**	**Included**	**Included**
Scheduled Server Maintenance	*NOT Incl.*	**Included**	**Included**	**Included**
Microsoft O/S Patch Management	*NOT Incl.*	**Included**	**Included**	**Included**
Automatic Problem Escalation And Resolution	*NOT Incl.*	**Included**	**Included**	**Included**
Network Security And Backup Services				
Advanced Endpoint Protection And Updates [1]	*NOT Incl.*	**Included**	**Included**	**Included**
Firewall Management And Updates	*NOT Incl.*	**Included**	**Included**	**Included**
Content Filtering And Intrusion Protection	*NOT Incl.*	**Included**	**Included**	**Included**
Advanced Threat Protection	*NOT Incl.*	**Included**	**Included**	**Included**
DNS Filtering	*NOT Incl.*	**Included**	**Included**	**Included**
Daily Monitoring Of Successful Data Backup	*NOT Incl.*	**Included**	**Included**	**Included**
Virus, Spyware And Malware Removal	*NOT Incl.*	*NOT Incl.*	**Included**	**Included**
Security Information & Event Management (SIEM)	*NOT Incl.*	*NOT Incl.*	**Included**	**Included**
Phishing Tests For Employees	*NOT Incl.*	*NOT Incl.*	*NOT Incl.*	**Included**
Cyber Security Awareness Training	*NOT Incl.*	*NOT Incl.*	*NOT Incl.*	**Included**
Dark Web Password Monitoring	*NOT Incl.*	*NOT Incl.*	*NOT Incl.*	**Included**
Off-Site Backup (Cloud) Storage Management	*$X/GB/Month*	*Includes X TB Then $X/TB/Month*	*Includes X TB Then $X/TB/Month*	**Includes X TB Then $X/TB/Month**
File And Server Restores From Backup	*NOT Incl.*	*NOT Incl.*	**Included**	**Included**
Virtual CIO Services And Consulting				
Quarterly Strategic Planning And Budgeting	*NOT Incl.*	**Included**	**Included**	**Included**
Asset Tracking And Management	*NOT Incl.*	**Included**	**Included**	**Included**
Executive Summary Monthly Report	*NOT Incl.*	**Included**	**Included**	**Included**
Vendor Liaison, ISP, VoIP, Managed Print [2]	*NOT Incl.*	**Included**	**Included**	**Included**
Dedicated Account Manager	*NOT Incl.*	**Included**	**Included**	**Included**
DNS Management	*NOT Incl.*	**Included**	**Included**	**Included**
Network Documentation	*NOT Incl.*	*NOT Incl.*	**Included**	**Included**
Creation Of AUP (Acceptable Use Policy)	*NOT Incl.*	*NOT Incl.*	**Included**	**Included**
Written Disaster Recovery Plan And Updates	*NOT Incl.*	*NOT Incl.*	*NOT Incl.*	**Included**
Technical Services				
Recycling And Properly Disposing Of Old Equip.	*NOT Incl.*	**Included**	**Included**	**Included**
Spam Filtering	*NOT Incl.*	**Included**	**Included**	**Included**
Adding/Removing Users, Mailboxes	*NOT Incl.*	*NOT Incl.*	**Included**	**Included**
Office 365 Support	*NOT Incl.*	*NOT Incl.*	**Included**	**Included**
Mobile Device Management [3]	*NOT Incl.*	*NOT Incl.*	*NOT Incl.*	**Included**
Software Installation And Upgrades [4]	*NOT Incl.*	*NOT Incl.*	*NOT Incl.*	**Included**
Installation Of New Hardware [5]	*NOT Incl.*	*NOT Incl.*	*NOT Incl.*	**Included**
Loaner PC/Server	*NOT Incl.*	*NOT Incl.*	*NOT Incl.*	**Included**
Ordering And Replacing Warranty Parts [6]	*NOT Incl.*	*NOT Incl.*	*NOT Incl.*	**Included**
Minimum Monthly Plan Investment				
Per Workstation	[$45]	[$105]		[$140]
Per Server	[$245]	[$295]		[$495]
Per Location	[$0]	[$250]		[$250]

(1) Simple antivirus is no longer a viable protection for your clients. We recommend professional-grade advanced endpoint protection.

(2) We recommend doing this for your clients' ISP, VoIP, managed print providers and office machines, security cameras, web and application developers (DNS management); you might also include installing applications on new devices. However, this may not include help desk support for line-of-business applications. Be sure to detail in your agreement what specifically is covered.

(3) Usually includes application management, restricting applications, requiring PIN codes, wiping the phone if lost or stolen.

(4) Does not include software licenses, but does include the updates and installation of applications on devices.

(5) Labor only; all hardware and software costs will be additional.

(6) Usually for devices that you supplied to them, not devices they purchased.

Additional Services To Consider Including:

These are services you *might* want to include in your "standard" managed services offering if it applies to the majority of clients you sell to. Otherwise, consider selling it à la carte to your managed clients. These are NOT included in the above because they either need to be quoted on a project basis, they are not considered "essential," or the pricing is dependent on factors that are hard to standardize in a monthly fee.

o A project to clean up the network to minimum standard and install management tools; you might charge extra for this or just include it, depending on the size of the deal, the state of the network, etc.

o Projects, including server replacements and upgrades

o Ransomware or data breach remediation

o Compliance management and consulting

o Multi-factor authentication

o Cloud hosting and management fees

o Next generation managed firewall and SOC services

o Network audits (reliance opinion for legal compliance) and PEN tests

o Managed print solutions and other office equipment

o Installation and monitoring of security cameras, controlled access solutions

o HaaS (hardware as a service)

o TaaS (hardware, software included in managed services)

o Employee monitoring for productivity

o VoIP phone service (specifically selling them the phone system, not just supporting what they already have)

o Network rebuild after natural disaster, fire, flood, theft, etc.

Please Read This BEFORE You Use This Template

1. **This document will help you organize your thinking around what to include and what to charge for your managed services offering; however, it will need to be modified if you are going to present this to a prospect when selling managed services.** That said, this is NOT a template designed to put in your general marketing collateral or on your website AS IS.

2. **Almost every MSP we know slightly customizes each service plan (and pricing) based on the specific client they are talking to.** There are dozens of variables you need to consider when calculating a fee for a client, what you include and what you charge extra for. However, the more you can standardize your service offering and fees, the easier it will be for billing and service delivery.

3. **The prices and services included on this template are for EXAMPLE purposes only.** What you charge and what you include in your managed services plan(s) will be influenced by a number of variables and factors including (but not limited to) YOUR skill set and abilities, the specific client you're selling to, your competition and your USP/value proposition. We cannot give you a "standard" one-size-fits-all pricing structure.

4. **If you are going to give this template to a prospect, you may want to remove the prices at the bottom.** Whenever you give a "price" document to a prospect, you lose their attention for several minutes as they digest the price you've just presented or try to calculate what they'll be paying; therefore, be careful to present price at the APPROPRIATE POINT in your sales presentation.

5. **DO NOT e-mail this document in advance of a sales meeting with the prices included!** This document should be used to help a prospect see what is and is not included in the plans you're offering. Some of our clients will HAND-WRITE the prices at the bottom or give this sheet to the client (with pricing) at the appropriate time in the sales meeting, not before. You can also present your quote on a separate document.

6. **I would suggest presenting two plans, along with the "No Plan" column.** You can always have the budget plan as a backup IF they simply aren't buying the two you proposed.

7. **GOLDEN RULE:** NEVER sell a client less than they need! Don't let a prospect talk you into removing critical network and security maintenance that may compromise their network just to save money. You WILL regret it later when they blame you for a ransomware attack or data breach.