Business Model Canvas

Partnerships

Vendors
PSA, MDR, RMM, Documentation, vCIO

Suppliers
Tech Data, IngramMicro, PAX 8

Peer Groups
ConnectWise Evolve

Key Activities

Support Services
Helpdesk operations

Procurement
Procurement services via distributors and cloud marketplaces

Architecture, Design and Delivery
Professional Service and Devliery

Key Resources

Human
Service Delivery Team, Advisory team

Human
Sales and Marketing Teams

Intellectual
Documentation Library, Standard Operating Procedures and Policies (written and adopted), Company IP

Financial
Recurring Revenue, Business Line of Credit, Building

Systems
PSA, Financial, Technical Stack, Marketing Stack

Value Proposition

Scope and Size
Serving Companies from 10-250 in the greater AnyCity Area

Cost Containment
Outsourced IT value at a main street cost

Customer Relationships

Communities
Communities built through many systems. - Customer Support Portal, self-service FAQ`s, Community forum

Personal Assistance
Direct one to one support - Dedicated Customer Success Representative.

Channels

Direct Sales
Team of 7 sales professionals (3 BDRs, 2 Account Executives (Hunters), 2Account managers (Farmers)

Inbound Channels - Marketing
SEO, Webinar, Paid Ads

Partner Channels
Partnerships with similar, non competing vendors and consultants

Customer Segments

Market Size
Segmented Small, Mid, Large

Diversify
Key Verticals (Healthcare, manufacturing)

Cost Structure

Class - Value Driven Structure
While cost is part of the equation, the focus is on delivering customers a high level of IT support and Leaderships services filling the technical and leadership void for most customers.

Characteristics - Fixed costs
include Rent, Payroll, Insurance

Charectaristics - Variable Costs
COGS - hardware and software,

Revenue Streams

Asset Sale
Hardware Procurement

Subscription Fees
Managed IT Services, Managed Security Services

Licensing
Software Sales, Warranty and advanced service subscriptions

Usage
Professional Services and Advisory Services