



CHANNELNOMICS™

**State Of The Market Report:
MSP 2018**

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Award winners

Vendors

BEST MSP PARTNER PROGRAM

Sophos

Highly commended: Xerox

MSP ALLY OF THE YEAR

Barracuda

Highly commended: SherWeb

MOST VALUABLE SOFTWARE

Auvik

Highly commended: Igel

BEST SECURITY OFFERING

AlienVault

BEST PSA OFFERING

ConnectWise

MSSP ALLY OF THE YEAR

WatchGuard

BEST RMM OFFERING

Continuum

BEST MARKETING INITIATIVE

RingCentral

BEST MSP SUPPORT

Collabrance

BEST BACKUP/CONTINUITY OFFERING Quest

MSPs

MSP OF THE YEAR

Corsica

BEST PRACTICE AWARD

MotherG

**CUSTOMER RETENTION/
SATISFACTION**

Ensono

INDUSTRY SPECIALIST

Tier One IT

**NEXT GENERATION/MOST
INNOVATIVE**

Collabrance

RISING STAR AWARD

Proton



Best Marketing Initiative: RingCentral

Lisa Del Real, AVP of Global Channel Programs and Operations

Outline RingCentral's MSP partner program

Founded in 2011, RingCentral's channel partner program is a source of innovative programmatic and operational trends for the industry, with a maven nature aligned to the disruptive nature of RingCentral's product.

We strive to be the cloud communications solution of choice among channel partners worldwide. With RingCentral's commitment to building the best partner program in the industry, paired with the most innovative solutions in the marketplace, we're consistently delivering on rewarding experiences for our partners. Everything RingCentral does is designed to help partners easily grow their business and increase their bottom line.

With more than 20 master agents and distributors, there are currently more than 7,000 partners enrolled in the program worldwide, encompassing the U.S., Canada, the UK and EMEA. Even more excitingly, the channel revenue contributions in 2017 grew to 35 percent, while channel partners closed a record 12 out of the company's 15 deals with more than \$1 million total contract value.

What has been the most significant challenge for your MSP partners over the last 12 months?

Adjusting to recurring revenue models and shifting business planning and practices is a common challenge for partners who are transitioning from on-premise systems to cloud-based solutions. Allocating sales resources to generate new business is one of the biggest challenges for these partners. RingCentral's Channel Harmony: One to Infinity program provides vertical- and segment-specific subject-matter experts to help partners close deals. This benefit relieves partners of the burden of having to learn and sell through the sales process and allows them to focus on what they do best, so that together, we win.

What would you say is your greatest channel achievement over the last 12 months?

Channel Harmony is recognized in the industry as a major differentiator. It eliminates conflict between direct sales and partners and offers 100 percent compensation to all parties, while providing subject-matter

experts, sales engineers and executive sponsorship resources to close deals of any size. The program has been very effective and 2017's channel partner revenue grew to a \$100 million business that is doubling year over year. Additionally, partners brought in some of our largest deals to date.

How important are MSPs to your business?

Channel partners are essential: they currently drive more than 35 percent of RingCentral's revenue. Customers face many decisions about what technologies they need for their businesses and look to MSPs for advice on the best solutions that will meet their business needs. As well as expanding RingCentral's reach and providing trusted counsel to customers, channel partners are invaluable to the organization's growth and health. The partner-centric moves are demonstrated fluidly across every program facet. We continually reinvest in the partner program with additional resources: channel managers, SPIFFs, partner support, marketing, training and more events to celebrate our partners.

How pleased are you to have won this award?

I'm so honored that our channel programs team's accomplishments have been recognized as a leader in the industry. At the core of the excitement about working for an organization like RingCentral is the 'hold-on-to-your-seats' style of innovation. This team is a group of boundary-pushing, trailblazing entrepreneurs. We are each building something unique and important to us, and that's what fuels us to be fervent and to push ourselves. I could not be more proud of what we have achieved this past year and look forward to another successful year ahead.

What difference will winning this award make to your business in 2018?

The goal of marketing is to gain mindshare and thereby drive sales and capture market share. Winning this award further fortifies that our non-conformist approach yielded results that doubled and tripled partner engagement. And when we have partner engagement – mindshare – the impact of fun, punny marketing drives sales to push RingCentral closer to its goal of becoming a \$1 billion company by 2020.

