

Collabrance Managed Services

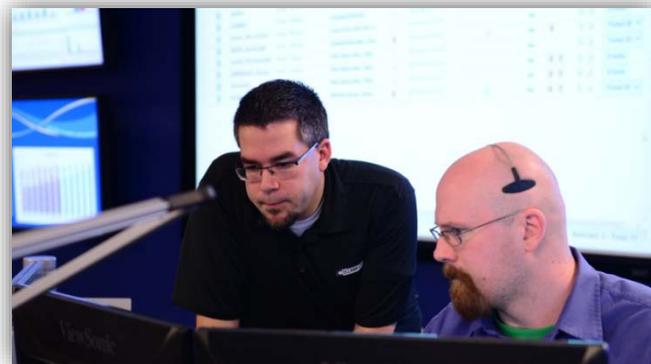


BE DIFFERENT. DELIVER EXCELLENCE.



Agenda

- Who We Are
- What We Do
- Why We are Different
- Industry Perspective
- Our Offering





Evolution of Collabrance

Recognized need in
the market.
If you could spell
“Collabrance” – you
were in!

Experienced
challenges with
Partners.
Recognized issues
and re-evaluated.

Identified what a good
partnership looks like,
and upfront
requirements needed
for mutual success.

**Created partnership
investments and
commitments.**



What We Do



Maximize revenue and profit from existing infrastructure.



Exceed customer expectations.

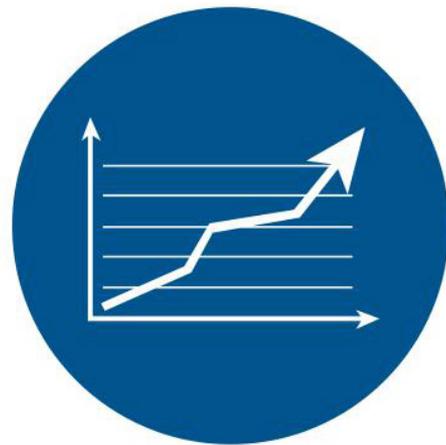


Maintain control of your customer base.



Maximize Revenue and Profit

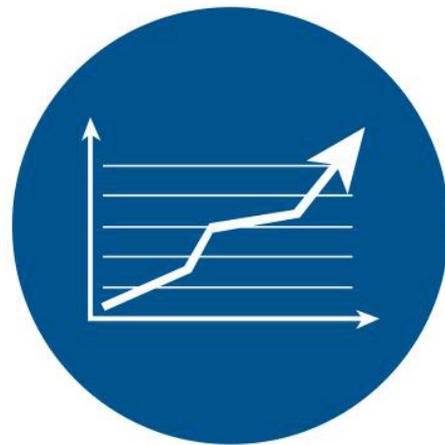
- 95% Collabrance remote remediation rate
- Focus on higher revenue generating work
- Receive gross profit from day-to-day work





Maximize Revenue and Profit from Existing Infrastructure

- Retain quality people by maximizing their revenue potential
- Gain the Collabrance dedicated team including:
 - Director of Product Development
 - Virtual Sales Manager
 - Dedicated Onboarding Team
 - Tier 1-3 Engineers



Exceed Customer Expectations

- Midwest-based, live-answer, no auto attendant Service Desk
- Technicians hired for attitude and aptitude
- Measured customer satisfaction of 97%





Maintain Control of Your Customer Base

- Collabrance is white label and channel only
- Customer information (PSA and RMM tool)
- Access to Partner Portal (300+ documents)
 - Service catalog
 - Sales tools
 - Marketing materials
 - On-demand training





COLLABRANCE®

A GREATAMERICA COMPANY

Hiring and Profiling

Anytime Available Reporting

Dedicated Product Director

Midwest Based

Marketing Support

High Remote Remediation

Regular Business Reviews

Senior-Level Involvement

Technology Vetting



Collabrance

Sales Training

S-L GAMIT Groups

Help Desk

Hardware-as-a-Project

Team Visits

Onsite Training

NOC

Online Portal

Engineering Assistance

Access to Industry Experts

Customer Onboarding

Infrastructure-as-a-Service

Virtual Sales Manager

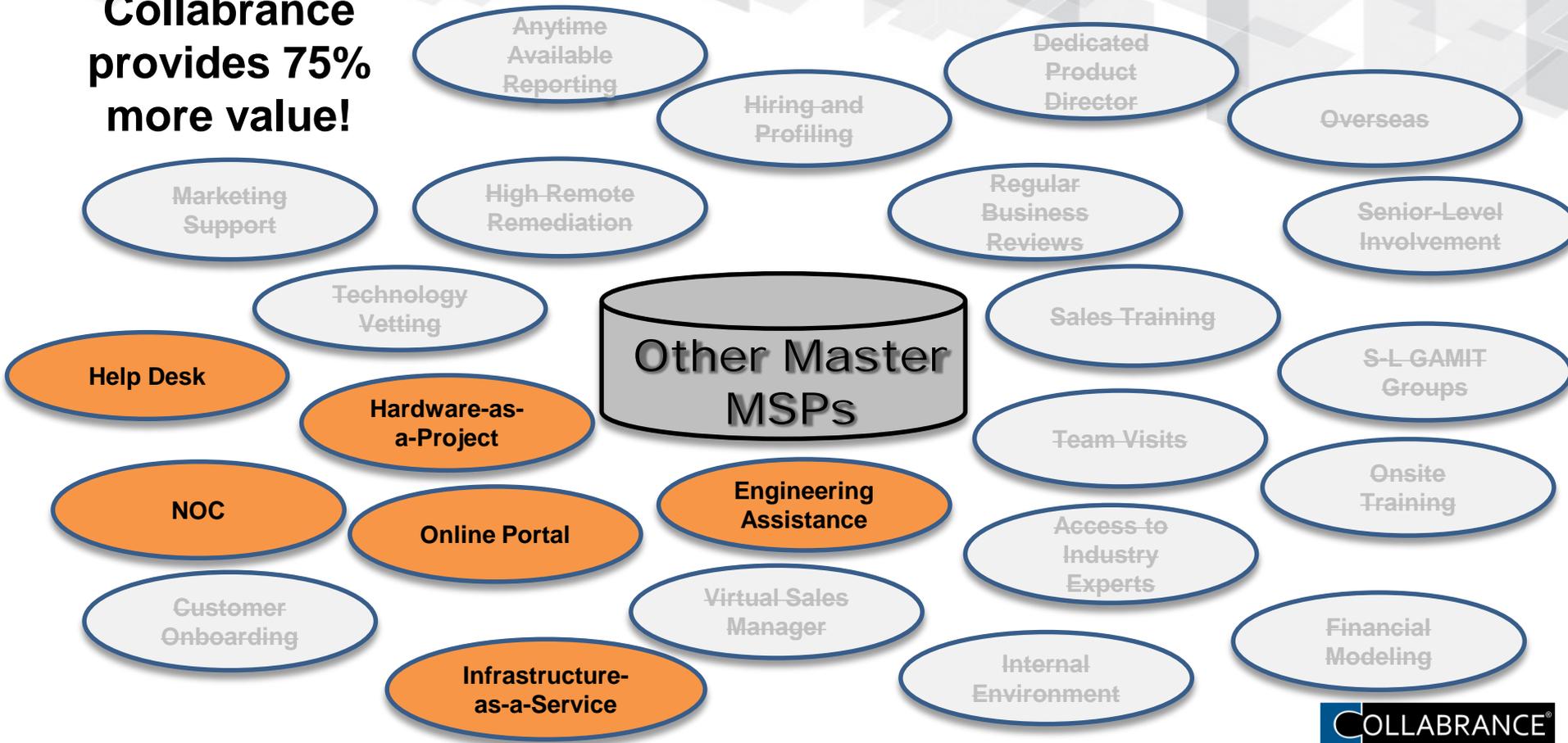
Internal Environment

Financial Modeling



**Collabrance
provides 75%
more value!**

**Other Master
MSPs**



Target End Customer Profile

- Approx. 10-100 users
- No dedicated IT after the sale
 - You and we do it all for the customer
- Windows environment
- Manufacturer support for LOB apps





What You Should Charge

OML	Price / Workstation	Price / Server	Price / Smart Phone	Price per Vendor	Price / Major Network Device	Agreement Structure?	Vendor Management	All-in Price range Per User Per Month
5	~\$100	~\$450	~\$25	~\$150	~\$250	<ul style="list-style-type: none"> Almost exclusively value priced Unit pricing not explicit "Whole agreement" pricing – i.e., T&M "safety valve" rarely used. 	Charged for explicitly	\$200 +/-
4	~\$75	~\$350	~\$15	~\$100	~\$175	<ul style="list-style-type: none"> Value pricing often used Unit pricing not explicit "Whole agreement" pricing – i.e., T&M "safety valve" rarely used. 	Charged for explicitly	\$150-165
3	~\$50	~\$300	~\$15	-\$0-	~\$100	<ul style="list-style-type: none"> Market price typically drives target pricing Often a per site charge Per unit pricing is used explicitly T&M "safety valve" rarely used 	Not charged for	\$115-130
2	~\$50	~\$250	~\$15	-\$0-	~\$100	<ul style="list-style-type: none"> Market price typically drives target pricing Often a per site charge Per unit pricing is used explicitly T&M "safety valve" still relied on heavily 	Not charged for	\$85-95
1						<ul style="list-style-type: none"> Don't offer a true "all-you-can-eat" model – mostly remote monitoring only T&M safety valve the basis of all "MS" contracts 	Not charged for	\$50-60

Profitable IT Companies Charge this

*Slide courtesy of Service Leadership, Inc



N-able

Connec+Wise

DELL hp

EQUUS

intronis

INTERMEDIA

Microsoft

Support

Data Protection

datto

Servers & Workstations

Operating Systems

vmware



Microsoft

Office 365

Microsoft Exchange

INTERMEDIA

Email

Technology Stack
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Switching

CISCO



FORTINET

UPS

APC

NAS

datto

Security

FORTINET

OpenDNS

proofpoint.

Bitdefender

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Pricing Example

- 20 Users
- 1 Location
- 1 Server
- 1TB BDR- Local and Cloud Virtualization
- 1 UTM Firewall
- 1 AP
- 20 Hosted Exchange Mailboxes
- 20 Exchange to Exchange Mail Migration



Collabrance Recurring Cost

Recurring Costs

Monthly Recurring Costs	c	\$	1,288.80
Product Costs (Financed)	d	\$	105.44
Total Recurring Monthly Payment		\$	<u>1,394.24</u>
Number of Users			<u>20</u>
Monthly Recurring Price per User		\$	<u>69.71</u>



Adding 40% GM

Cost of Goods	Set-up Costs	Product Costs	Recurring Costs
Collabrance Cost of Goods (Net of Applicable Discounts)	\$ 1,350.00	\$ 1,845.00	\$ 1,288.80
Other Costs/Products			
SP Required Gross Margin		10%	40%
Collabrance Cost of Goods with Margin	<u>\$ 1,350.00</u>	<u>\$ 2,050.00</u>	<u>\$ 2,148.00</u>



Adding Set-Up and Recurring Labor

Recurring: 1 hr. per 5 users

Service Provider Adds @ Market Rates					
Labor Costs					
Time spent per Subscriber (hours)	12.0			4.0	
Market Hourly Rate	\$ 125.00			\$ 125.00	
Labor Costs	\$ 1,500.00	\$ 1,500.00	\$ -	\$ 500.00	\$ 500.00

Set-Up: 30 minutes per workstation and 2 hours per server

Your Recurring Cost 40% GM

Recurring Costs

Monthly Recurring Costs	c	\$	2,648.00
Product Costs (Financed)	d	\$	112.20
Total Recurring Monthly Payment		\$	<u>2,760.20</u>
Number of Users			<u>20</u>
Monthly Recurring Price per User		\$	<u>138.01</u>

Assumes a .0330
Lease Rate Factor



Your Recurring Cost 60% GM

Recurring Costs

Monthly Recurring Costs	c	\$	3,722.00
Product Costs (Financed)	d	\$	112.20
Total Recurring Monthly Payment		\$	<u>3,834.20</u>
Number of Users			<u>20</u>
Monthly Recurring Price per User		\$	<u>191.71</u>

Assumes a .0330
Lease Rate Factor



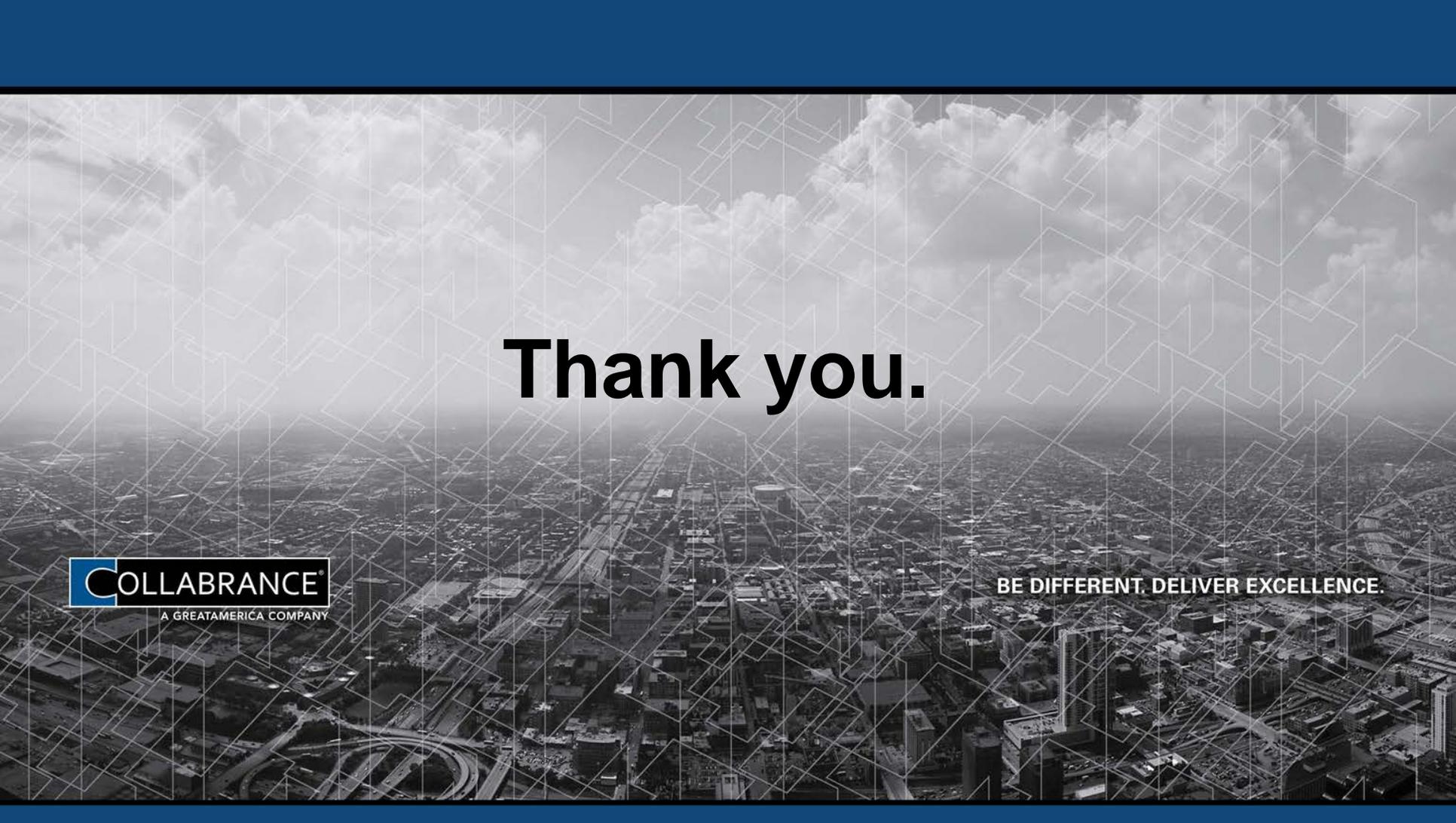
What we ask of our Partners

Investments

- Subject Matter Expert
- Engineer with people skills and ability to execute project work
- Field Technician to assist with onboardings and escalations
- Ongoing education and training
- Invest in upfront \$10,000 partnership fee

Commitments

- Active C-level managing P&L
- Focus on target customer profile
- Adhere to minimum requirements and technology stack
- Develop lead generation strategy
- Participate in Quarterly Alignment Meetings with Collabrance

An aerial view of a city, likely Chicago, with a complex network of roads and buildings. The image is overlaid with a white geometric pattern of interconnected lines and squares, creating a technical or architectural feel. The sky is filled with white clouds. The overall color palette is grayscale with a blue header and footer.

Thank you.



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