Collabrance Managed Services
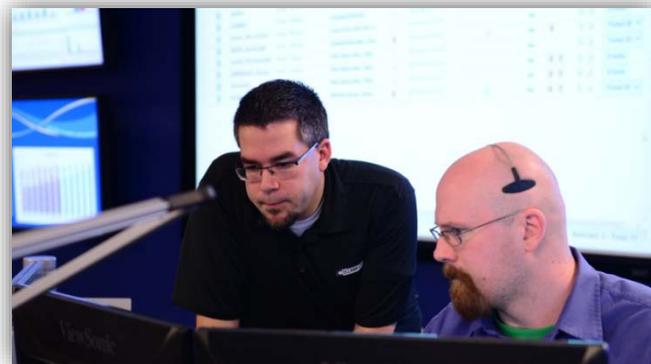
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BE DIFFERENT. DELIVER EXCELLENCE.

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.

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What We Do

Maximize revenue and profit from existing infrastructure.
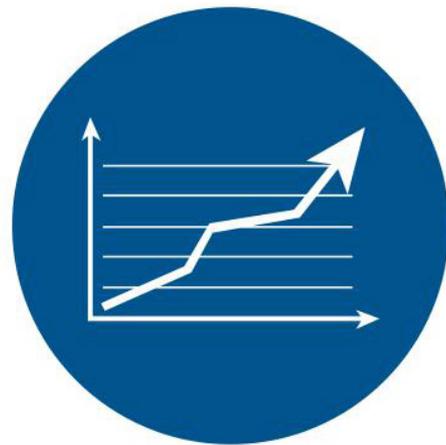
Exceed customer expectations.

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
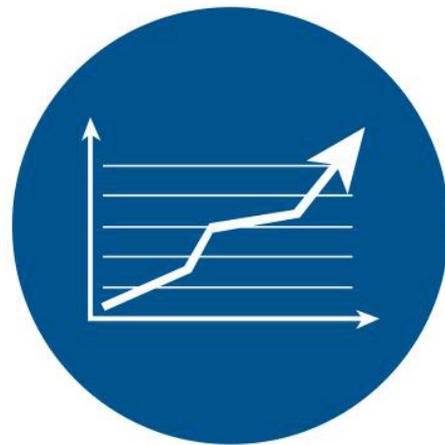
Exceed Customer Expectations

- 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
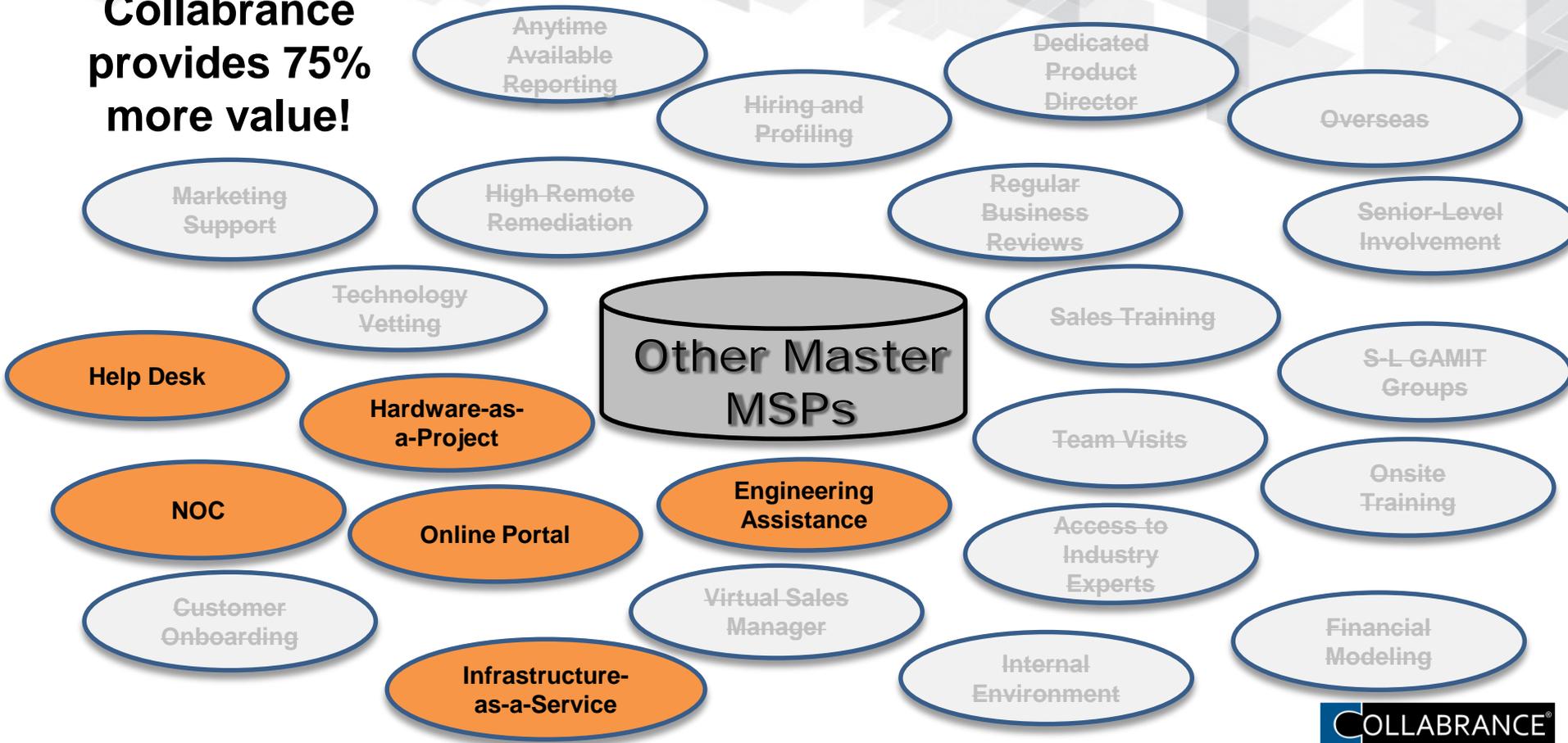
Target End Customer Profile

- 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

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What You Should Charge

OML	Price / Work-station	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	• 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	• 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	• 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	• 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						• 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

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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		$	1,394.24
Number of Users			20
Monthly Recurring Price per User		$	69.71

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	$ 1,350.00	$ 2,050.00	$ 2,148.00

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

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Your Recurring Cost 40% GM

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

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		$	3,834.20
Number of Users			20
Monthly Recurring Price per User		$	191.71

Assumes a .0330
Lease Rate Factor

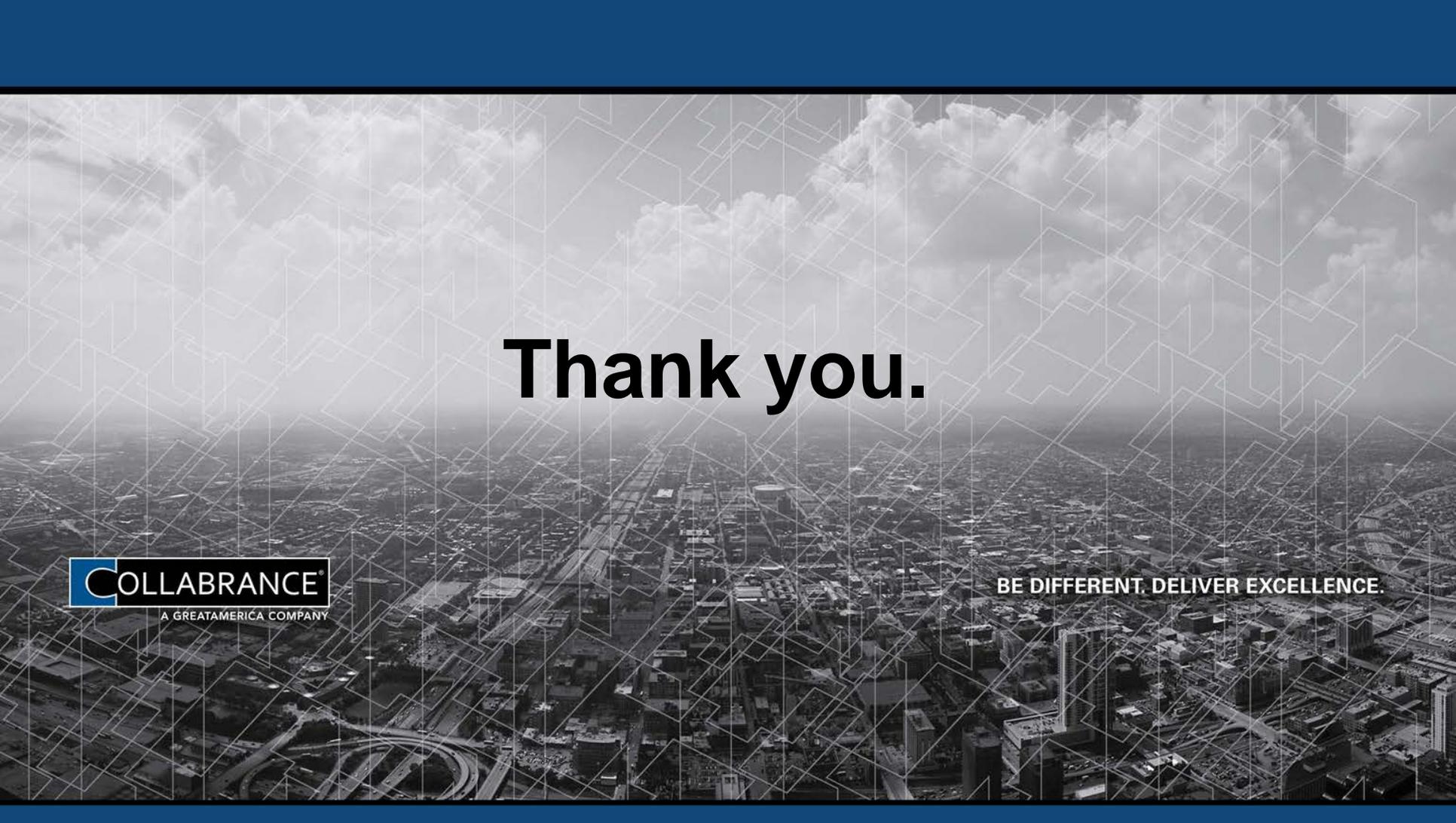COLLABRANCE®
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What we ask of our Partners

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

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Thank you.