



Traditional MSP Resale Model

What is a

**“Traditional MSP
Resale Model”?**

Determining your costs, adding desired MSP margin & presenting a custom solution delivered to the end customer

Why

Follow the “**traditional**” MSP resale model?

For the customer

1. Only pay for what they **need**
2. Ability to **customize** infrastructure as changes occur
3. Lowest cloud **infrastructure** cost model
4. More **flexibility** from the MSP

Why

Follow the
“**traditional**” MSP
resale model?

For you – the MSP

1. **Sell** like you’ve always sold
2. Easier & **quicker** to get started
3. High **margin** potential
4. **Differentiation** from competitors

How to

Follow the “**traditional**” MSP resale model?

Keep in mind

1. You will have to **price** each customers Azure environment separately
2. You will have to **follow the build** and have a change management system
3. You will have to stay up to date on new features and limitations (technical seller)
4. You will have to be **accurate** with your infrastructure proposals

Traditional MSP Model

CORE COMPONENTS

01

Managed Services

What will you be including in your Azure support stack?

02

Azure Infrastructure

Infrastructure & cost components to support client compute needs

03

Microsoft Licensing

Microsoft 365, Windows Server (AHB) & SQL

Traditional MSP Model

Managed Services

An Azure managed service stack might look slightly differently from your on-premise offering, ensure you include everything you want/need without copying your existing offering



3rd Party Licensing

Multi-session hosts might allow 1 license for many users



Physical Devices

Will you support the physical device & AVD?



Specific Azure Tools

Nerdio costs go in your managed services price



Traditional MSP Model

Azure Infrastructure Quoting



Estimate High

Customers do not like surprises when it comes to changes or cost.



Set Proper Expectations

There will be a dialing in period to fine tune the compute.



Include your CSP Discount

You aim for the lowest cost possible then add MSP margin

Traditional MSP Model

Microsoft Licenses



M365

Ensure you have the correct level of M365 and/or Windows 10



Azure Hybrid Benefit

AHB licenses are typically purchased upfront, not monthly

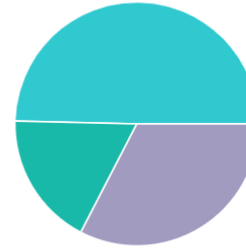


SQL

SQL Standard/Enterprise is licensed per core and can be costly (4 core min)



\$68 per user per month
 \$640 one-time upfront
 average across 12 user(s)



-  Azure: \$402/month
-  O365: -
-  M365: \$264/month
-  W10: -
-  Nerdio: \$144/month
-  Total: \$810/month
-  AHB: \$640 one-time upfront

Estimate only. Actual costs may vary depending on usage, price changes and other factors.
 All costs listed on this page are rounded up. [Turn off rounding](#)

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RESOURCES

 **12 desktop(s)**

 12 Pooled desktop(s)

 0 Personal desktop(s)

 0 GPU Pooled desktop(s)

Office 365 licenses	No	Microsoft 365 licenses Microsoft 365 Business Premium - 12	12
Windows 10 licenses	No	SQL Server licenses	No
Windows 365 licenses	No	Other licenses	No
In-region backup Retain daily backups for 7 day(s), weekly backups for 4 week(s), monthly backups for 12 month(s) and yearly backups for 0 year(s)	Yes	Site-to-site VPN	No
Azure Hybrid Benefit (AHB) - Windows server licenses 8 cores, 1 packs, \$640		Reserved instances	3 years

VM	INSTANCE SIZE	OS DISK	DATA DISK	AHB (CSP SUBSCRIPTION (3 YEARS))
App/DC (three years reserved)	E4s_v4 (4C/32GB/Standard)	128 GB (E10/Standard SSD)	256 GB (E15/Standard SSD)	8 core pack 1
Pooled Desktop	E8s_v5 (8C/64GB/Standard)	128 GB (E10/Standard SSD)		

AZURE COSTS BREAKDOWN



\$402 average per month

Estimate only. All costs listed on this page are per month. Actual costs may vary depending on usage, price changes and other factors.
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Server compute	\$70	Server storage	\$29
Storage operations (Standard only)	\$16	Backup	\$91
		Average monthly price for 3 year(s), assuming low daily data churn, LRS backup storage redundancy & 1 day retention for instant restore snapshot	
Bandwidth	\$18	Site-to-site VPN	-
Desktops	-	Pooled desktops	\$139
		1 hosts 50 hours/week, 0 hosts 118 hours/week, E8s_v5 (8C/64GB/Standard), 2 users-core ratio	\$139
GPU Pooled desktops	-	FSLogix profile storage	\$39
		240 GB	
Additional storage	-	Hosting	-
Azure AD DS	-	Log Analytics Workspace	\$0
		Monthly data ingestion of 5 GB and retention for 30 days	
Auto-scale savings	\$259	Azure CSP discount	0%
1 hosts 50 hours/week, 0 hosts 118 hours/week, E8s_v5 (8C/64GB/Standard), 2 users-core ratio	\$259		

Packaging

BUILDING YOUR PROPOSAL

Add Nerdio Cost Estimator + Azure Margin +
Managed Services

Nerdio CE = \$68/user/mo

50% Gross Margin = \$68/user/mo

Azure Retail Price = \$136/user/mo

Managed Services Retail = \$125/user/mo

Package Price = \$261/user/mo



Q&A



Manager
for MSP



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