



**PARTNERSKÁ  
ONLINE KONFERENCIA**



# Miroslav Ardon

Channel Sales Representative

[miroslav.ardon@eset.com](mailto:miroslav.ardon@eset.com)



**eset**

**PARTNERSKÁ  
ONLINE KONFERENCIA**

# MSP partnerský program

20/04/2022 Bratislava

Progress. Protected.

# Agenda

- Čo je MSP program a jeho výhody
- MSP produktové balíky a cenník
- ESET MSP Administrátor
- Ako sa stať MSP partnerom

# Čo je MSP program a jeho výhody

# MSP Program

- Model partnerskej spolupráce
- MSP partnerstvo na základe dodatku
- Zameraný typicky na partnerov poskytujúcich:
  - manažované **služby** (managed services) MSP
  - manažované bezpečnostné **služby** (managed security services) MSSP
- Orientovaný na business segment
- **MSP ≠ mesačné predplatné**

# Nové riešenia prijaté firmami ako odpoveď na pandémie

## Current usage: many SMBs have deployed managed services to help them to manage their IT solutions as a result of the COVID-19 pandemic

The majority of MBs and larger SBs have adopted managed services solutions to enable the remote management of their IT assets.

There is a correlation between the percentage of SMBs that have adopted new managed services in response to the COVID-19 pandemic and business size. Indeed, Figure 13 shows that larger SMBs are more likely to have adopted managed services than their smaller counterparts. The adoption of managed services by micro businesses (SMBs with fewer than five employees) is particularly low.

The difference between the adoption of managed services by SBs and MBs is significant: 55% of MBs have increased their use of managed services compared to only 37% of SBs. This phenomenon holds in all countries surveyed (Figure 14).

Larger firms have more-complex IT needs and may not have the in-house IT capabilities to support them remotely. This has driven up the demand for managed services significantly. However, our survey results suggest that providers of managed services and the vendors that support them could do more to help the smallest firms.

Figure 13: Percentage of SMBs that started/increased their use of managed services in response to the COVID-19 pandemic, all countries surveyed, 1Q 2021<sup>1</sup>

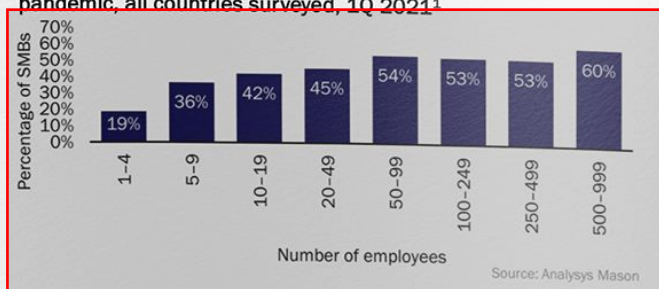
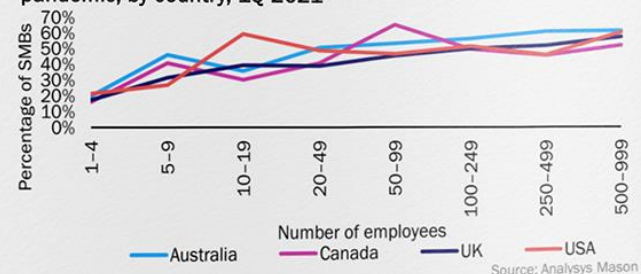


Figure 14: Percentage of SMBs that started/increased their use of managed services in response to the COVID-19 pandemic, by country, 1Q 2021<sup>1</sup>



<sup>1</sup> Question: "Please tell us about your company's current technology usage and if it has changed since the COVID-19 situation started." n = 1870.

## Appendix: planned business and technology priorities for SMBs, by country, 1Q 2021<sup>2</sup>

Figure 44: SMBs' planned business priorities in the next 12 months, by country, 1Q 2021<sup>1</sup>

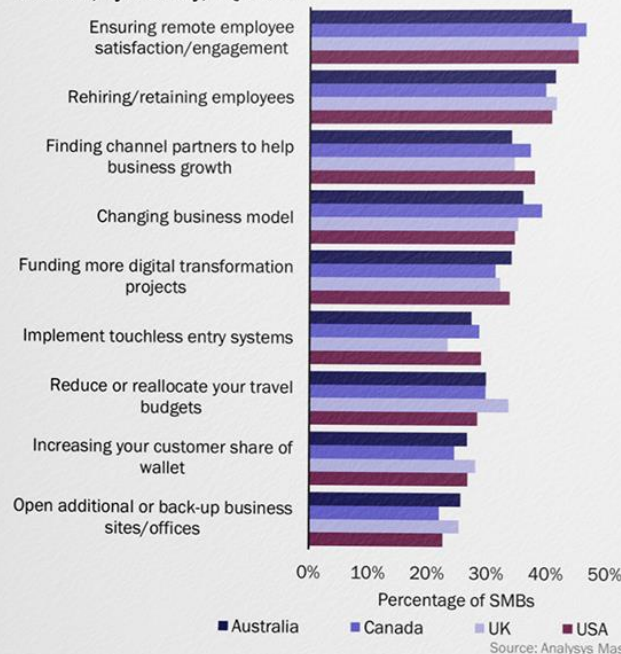


Figure 45: SMBs' planned technology priorities in the next 12 months, by country, 1Q 2021<sup>2</sup>



<sup>1</sup> Question: "Because of the COVID-19 crisis, which of these business priorities will take on a greater urgency in the next 12 months?" n = 1870.

<sup>2</sup> Question: "Because of the COVID-19 crisis, which of these IT-related priorities will take on a greater urgency in the next 12 months?" n = 1870.

• Zdroj: <https://www.analysismason.com/research/content/reports/covid-impact-smb-2021-ren01-ren02-rdmz0/>

# Nové riešenia prijaté firmami ako odpoveď na pandémie

SMBs have deployed managed services to help them to respond as a result of the COVID-19 pandemic

have adopted managed service management of their IT

percentage of SMBs that have responded to the COVID-19 pandemic. Figure 13 shows that larger SMBs (more than five employees) are more likely to have adopted managed services by more than five employees)

of managed services by SMBs have increased their use of managed services. This survey (Figure 14).

needs and may not have the ability to work remotely. This has driven demand for managed services significantly. However, our research shows that the use of managed services and other solutions to help the smallest

current technology usage and if it has changed since the COVID-19 situation

Figure 13: Percentage of SMBs that started/increased their use of managed services in response to the COVID-19 pandemic, all countries surveyed, 1Q 2021<sup>1</sup>

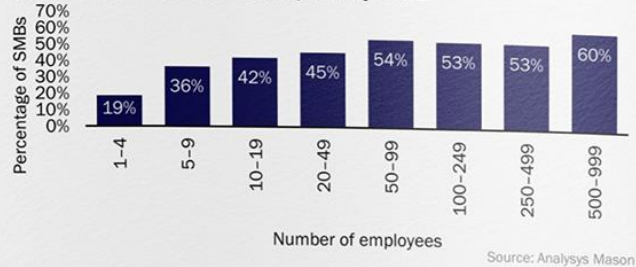
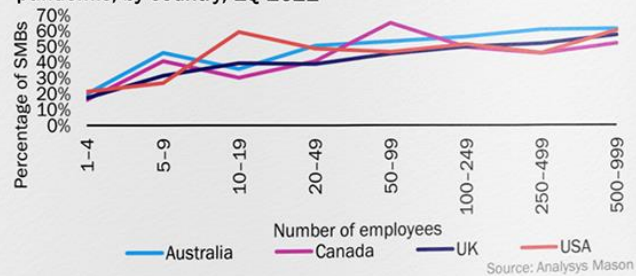


Figure 14: Percentage of SMBs that started/increased their use of managed services in response to the COVID-19 pandemic, by country, 1Q 2021<sup>1</sup>



## Appendix: planned business and technology priorities for SMBs, by country

Figure 44: SMBs' planned business priorities in the next 12 months, by country, 1Q 2021<sup>1</sup>

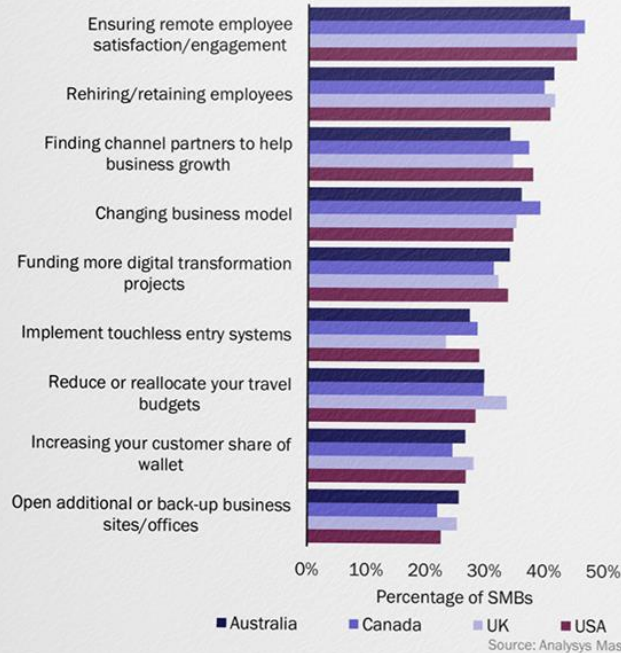
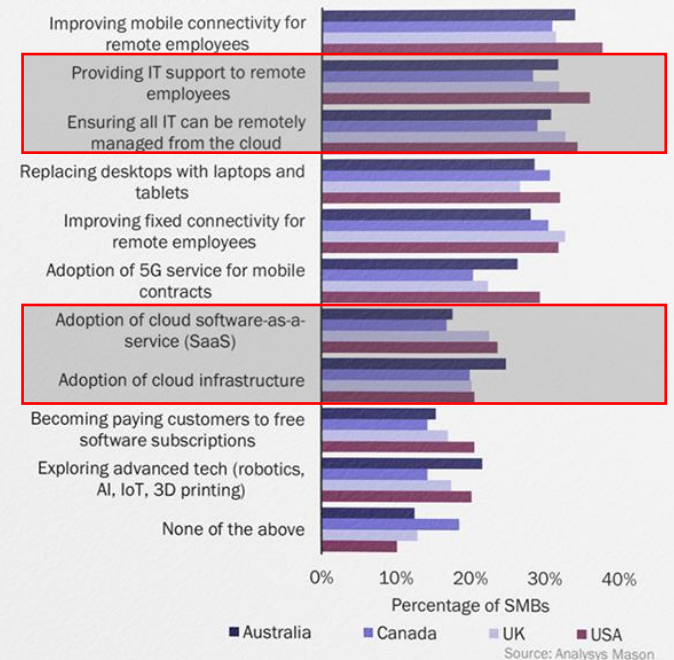


Figure 45: SMBs' planned technology priorities in the next 12 months, by country, 1Q 2021<sup>2</sup>



<sup>1</sup> Question: "Because of the COVID-19 crisis, which of these business priorities will take on a greater urgency in the next 12 months?" n = 1870.

<sup>2</sup> Question: "Because of the COVID-19 crisis, which of these IT-related priorities will take on a greater urgency in the next 12 months?" n = 1870.



• Zdroj: <https://www.analysismason.com/research/content/reports/covid-impact-smb-2021-ren01-ren02-rdmz0/>



# Důvody stojace za tímto rostoucím trendem ...

Technologická komplexnost

Obavy o bezpečnost

Capex -> Opex

**ITPro.**

Business Cloud Hardware Infrastructure Security Software

**75% of companies 'lack enough security skills'**

Most firms struggle to fend off cyber attacks due to few skilled employees

**Gartner: Reducing IT costs... without crippling competitiveness**

In an uncertain and pressurised economic environment, organisations often face the challenge of realising immediate IT cost savings. When faced with the challenge, CIOs need to determine how to approach cost cutting in the least damaging way to the medium- and long-term health of the business.

POLITICS JUNE 10, 2021

**Ransomware Attacks Are Hitting Small Business  
—Some of the Targets Are Even Military  
Subcontractors**

*They might not always make headlines but hacks are becoming common.*

# Pre koho je MSP model

Medzi MSP analytici definujú 2 kategórie poskytovateľov:

- „Pure Play MSP“ – core business manažované služby
- Application Service Providers (APS) – integrácia bezpečnostných služieb do aplikácií

# MSP program - výhody

- Flexibilita a samostatná správa
- Denné účtovanie, mesačná fakturácia
- Možnosť získať množstevnú zľavu
- Prehľadný a detailný reporting
- Automatizácia, rýchla implementácia
- Podpora

# Špecifikácia MSP programu

## MSP

---

- ✓ MSP partner je vlastníkom licencií

---

- ✓ ESET je súčasťou širšie koncipovanej služby

---

- ✓ Koncový zákazník nedostáva licenčné údaje

---

- ✓ Licencia nemá dátum expirácie

## Klasické licencie

---

- ✓ Koncový zákazník vlastní licencií

---

- ✓ ESET je predávaný ako produktový balík

---

- ✓ Koncový zákazník dostáva licenčné údaje

---

- ✓ Licencia je typicky predávaná na 1,2 alebo 3 roky

# Dostupné produktové balíky a MSP cenník

# Dostupné produktové balíky v MSP programe

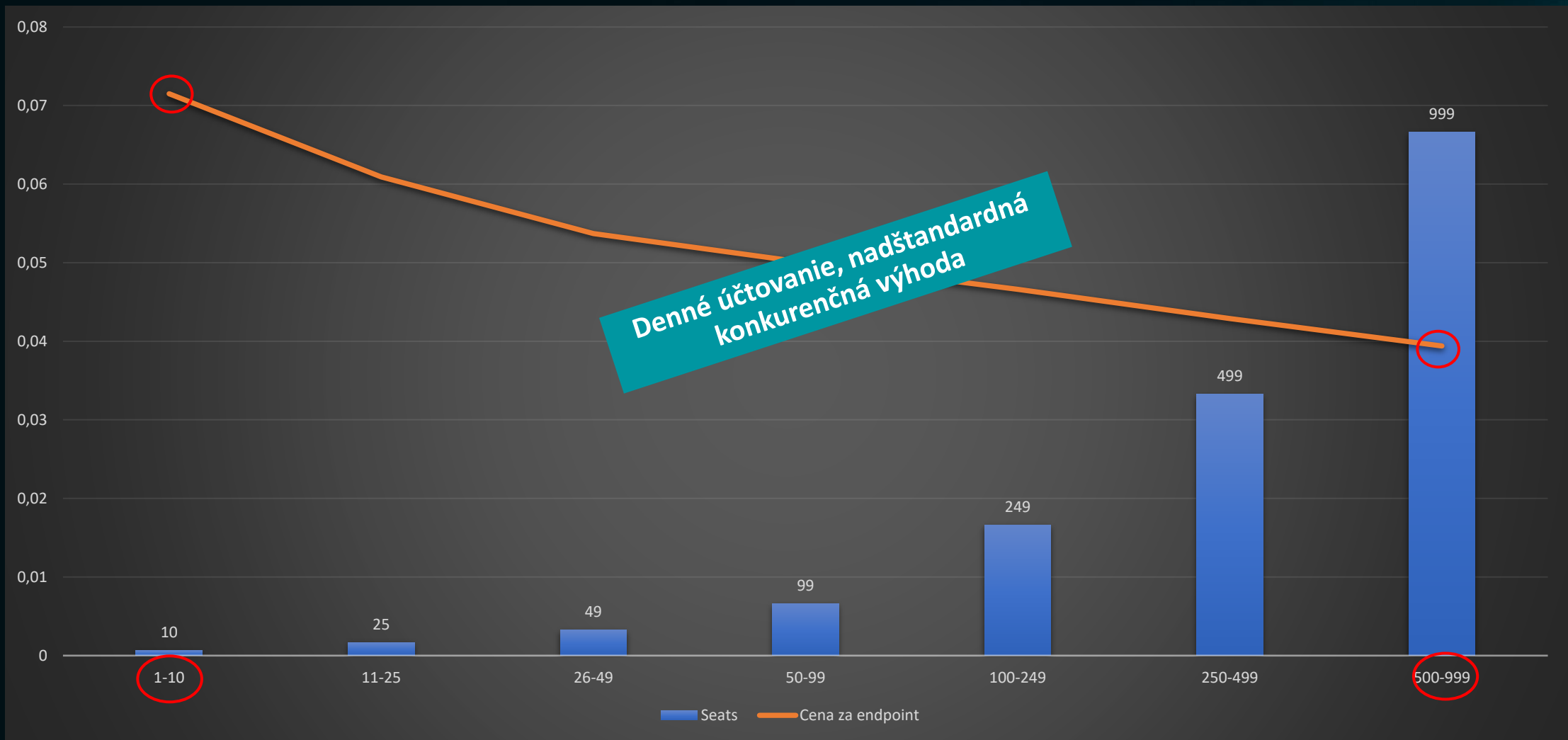
- ESET PROTECT ESSENTIAL
- ESET PROTECT ENTRY
- ESET PROTECT ADVANCED
- ESET PROTECT COMPLETE
- ESET PROTECT MAIL PLUS

## Pripravujeme:

- ESET Endpoint Encryption (Q2/2022)
- ESET PROTECT ENTERPRISE (H2/2022)

- ESET PROTECT ESSENTIAL ON-PREM
- ESET PROTECT ENTRY ON-PREM
- ESET PROTECT ADVANCED ON-PREM
- ESET PROTECT COMPLETE ON-PREM
  
- ESET Endpoint Security for Android
- ESET Mail Security
- ESET Server Security
- ESET Security for Microsoft Sharepoint
  
- ESET Secure Authentication

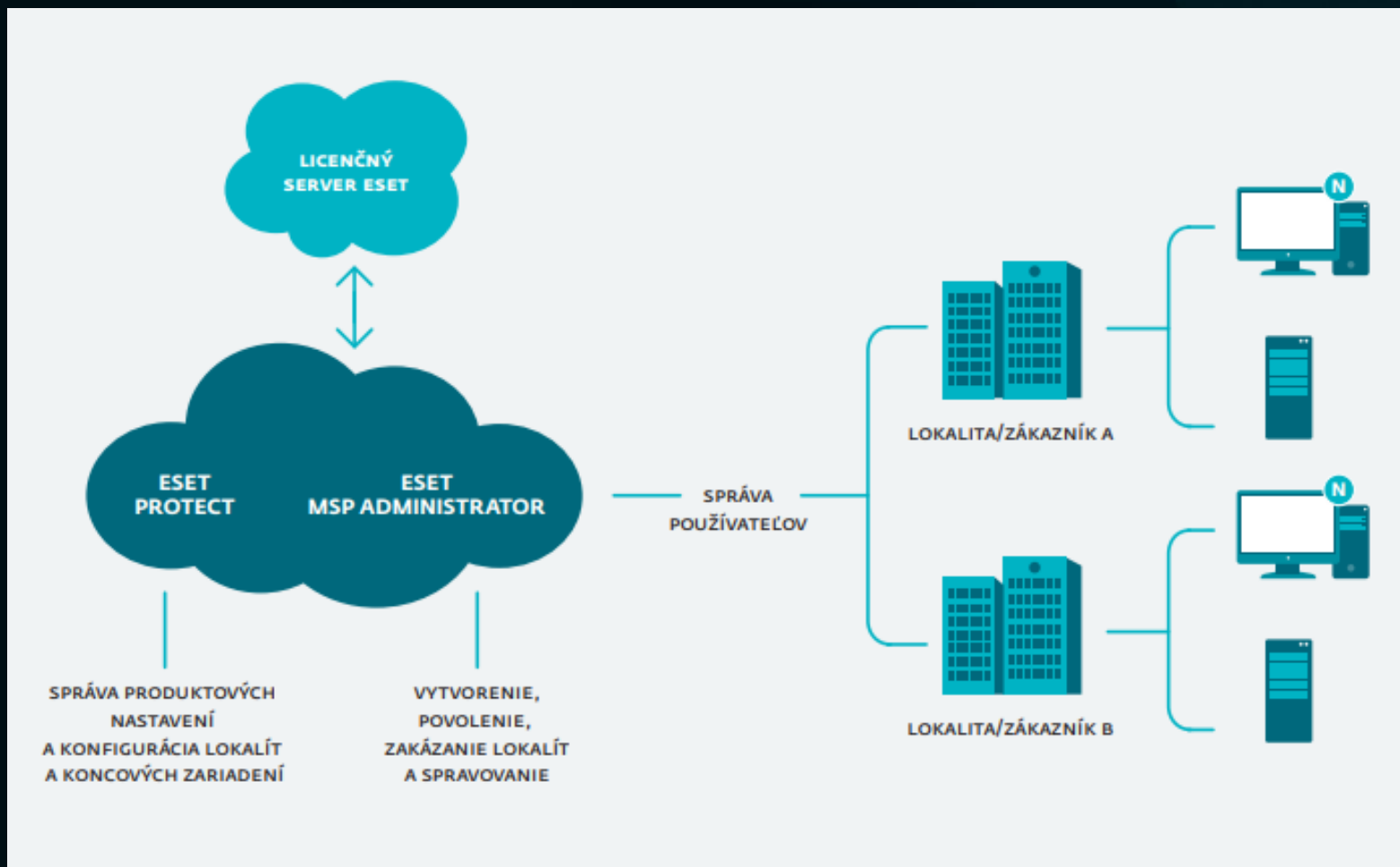
# Denná flexibilita a kumulácia seatov – EP Entry



# ESET MSP Administrátor



# ESET MSP Administrátor - EMA



# Synchronizácia medzi EMA a EP

The image displays two overlapping software interfaces. On the left is the ESET MSPADMINISTRATOR 'Companies' view, showing a list of customers. On the right is the ESET PROTECT 'License Management' view, showing a list of licenses. Red arrows indicate the synchronization of customer data from the MSPADMINISTRATOR to the PROTECT interface.

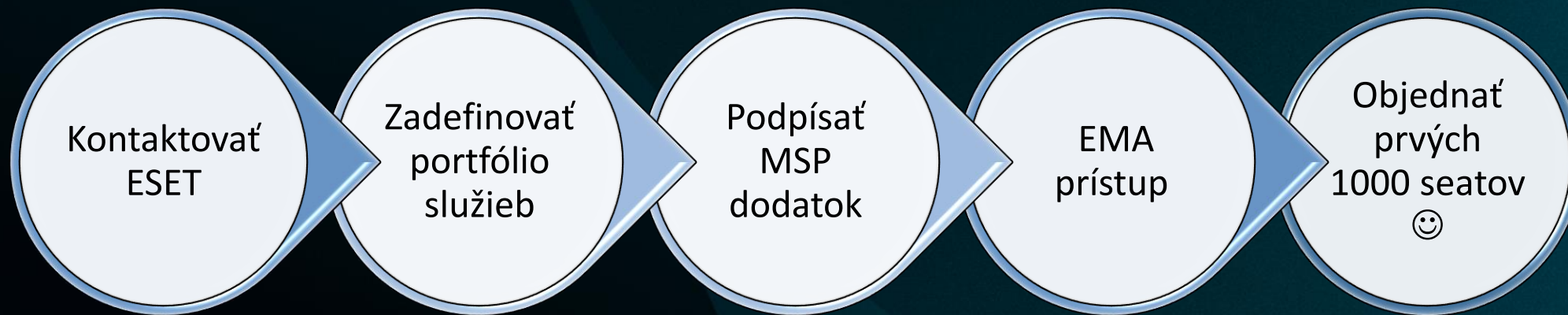
NAME	TYPE	CONTACT	COUNTRY	CITY	STATUS
Bratko Project Management Services s.r.o.	Customer	michal.bratko@eset.sk	Slovakia		Active
Bright Smile Dental Clinic	Customer	bright@dental.com	Slovakia	Trnava	Active
Brunchi Sauna	Customer	sauna@brunci.sk	Slovakia	Bratislava	Active
Claudio Test Groups	Customer	claudio@testgroups.com	Slovakia		Active
Demo Group International	Customer	demo@demo.com	Slovakia	Kosice	Active
Everton Consulting	Customer	everton@everton.com	Slovakia		Active
Government customer	Customer		Slovakia		Active
Hajovsky services s.r.o.	Customer		Slovakia		Active
Hula & Kula group	Customer	hula@kula.sk	Slovakia	Bratislava	Active
Kami Psenak Services	Customer	kami@psenak.sk	Slovakia	Bratislava	Active
Los Encryptoris	Customer	encryptoris@los.com	Slovakia		Active
Norway Bus Transport	Customer	esa@esa.esa	Slovakia		Active
Palat Analytcis And Architects (PAAA)	Customer	peter.palat@eset.sk	Slovakia	Bratislava	Active
Patricia Travel	Customer		Slovakia		Active
Roadlite Bus Corp	Customer	roadlite@bus.com	Slovakia	Zvolen	Active
Romana Analysis services	Customer	romana@services.com	Slovakia	Bratislava	Active
Smart Plumbing Inc	Customer	smart@nplumbing.com	Slovakia	Bratislava	Active

LICENSE USER	TAGS	BUNDLE NAME	PRODUCT NAME
Testingo Testingo	Testingo Testingo	ESET PROTECT Mail Plus	
Testingo Testingo		ESET PROTECT Mail Plus	ESET Dynamic Threat Defense for Mail Security
Testingo Testingo		ESET PROTECT Mail Plus	ESET Mail Security
Claudio Test Groups	Claudio Test Groups	ESET PROTECT Complete	
Claudio Test Groups		ESET PROTECT Complete	ESET Dynamic Threat Defense for Endpoint Security + Server Security
Claudio Test Groups		ESET PROTECT Complete	ESET Mail Security
Claudio Test Groups		ESET PROTECT Complete	ESET Endpoint Security + ESET Server Security (ESET File Security)
Claudio Test Groups		ESET PROTECT Complete	ESET Dynamic Threat Defense for Mail Security
Claudio Test Groups		ESET PROTECT Complete	ESET Full Disk Encryption
Bratko Project Management Servi...		ESET PROTECT Complete	
Bratko Project Management...		ESET PROTECT Complete	ESET Endpoint Security + ESET Server Security (ESET File Security)
Bratko Project Management...		ESET PROTECT Complete	ESET Dynamic Threat Defense for Mail Security
Bratko Project Management...		ESET PROTECT Complete	ESET Dynamic Threat Defense for Endpoint Security + Server Security
Bratko Project Management...		ESET PROTECT Complete	ESET Full Disk Encryption
Bratko Project Management...		ESET PROTECT Complete	ESET Mail Security
Kami Psenak Services	Kami Psenak Services		
Kami Psenak Services			ESET Full Disk Encryption
Kami Psenak Services		ESET Dynamic Threat Def...	ESET Dynamic Threat Defense for Endpoint Security + Server Security
Kami Psenak Services			ESET Secure Authentication
Kami Psenak Services		ESET PROTECT Entry On-...	ESET Endpoint Security + ESET Server Security (ESET File Security)
Kami Psenak Services		ESET Dynamic Threat Def...	ESET Dynamic Threat Defense for Mail Security
Smart Plumbing Inc.	Smart Plumbing Inc.		
Smart Plumbing Inc.			ESET Endpoint Security for Windows
Smart Plumbing Inc.			ESET Endpoint Security for Windows

Mám záujem, čo ďalej?

# Ako sa stať MSP partnerom?





# Miroslav Ardon

Channel Sales Representative

[miroslav.ardon@eset.com](mailto:miroslav.ardon@eset.com)

Ďakujem za pozornosť!