

The background of the entire page is a photograph of three business professionals in a modern office setting. On the left, a woman with curly hair and glasses, wearing an orange button-down shirt, is leaning over a table. In the center, a man with glasses and a grey sweater is also leaning over the table, smiling. On the right, another woman with long dark hair, wearing a light-colored blazer, is seated and looking at a tablet. A laptop is open on the table in front of the woman in orange. The background is a solid orange color.

# The 3 services every MSP needs to offer — or risk losing clients

For MSPs who want to lead

# The services your clients need

To keep your clients happy and loyal, you need to go beyond the basics and start delivering value that they will truly appreciate.

**This guide breaks down the three services you need to be offering if you want to keep those relationships strong. Because if you're not delivering them, someone else will.**

## Always-on threat protection



### Why clients need this

Most SMEs have basic security — antivirus or endpoint protection. But these days, that's not enough. They want to know someone is actively monitoring their environment — not just relying on automated tools.



### How MSPs can help

With the right Microsoft tools, you can provide 24/7 monitoring, faster threat detection, and visible value.

That's exactly what Kroll, a Managed Security Service Provider, did for their client Southern Housing — one of the UK's largest housing associations. Kroll implemented Microsoft Defender, Sentinel, and Entra ID across their environment, then used Microsoft Sentinel to deliver ongoing 24/7 threat monitoring and response.





## Advice for MSPs providing Microsoft solutions

As an MSP, you can take the same approach Kroll used — with Microsoft tools you probably already support.

### Here's how:

Start with Defender for Endpoint and Defender for Office 365 to detect phishing, malware, and device threats across your client base.

Layer in Entra ID Protection to catch identity-based risks like compromised accounts or unusual sign-ins.

Feed all that data into Microsoft Sentinel, which automatically correlates signals from across these tools and groups them into actionable incidents.

Build automation playbooks in Sentinel to respond fast — like isolating a device, locking a user account, or escalating to your team.

Review and report regularly — use incident summaries and threat reports to show clients what's being caught and how you're protecting them, even outside working hours.

**You're not just setting up security tools — you're providing real, round-the-clock protection. And that's what sets you apart from a basic security vendor — it shows you're a long-term partner they can rely on.**

# Cost-saving advice from someone who knows their stack



## Why clients need this

Many SMEs are overspending on licences they barely use — while missing out on valuable features they already own. They don't know what's included in their plans, what overlaps, or what could be simplified. They need someone who understands the Microsoft ecosystem well enough to guide them through it.



## How MSPs can help

You don't need to know every SKU. But you do need to understand the basics of what's included in each plan and how to spot waste.





## Advice for MSPs providing Microsoft solutions

Check what licences they're using — head to the Microsoft 365 admin centre to look at the client's current plans (e.g. Business Standard, Business Premium, or Microsoft 365 E3/E5), then see what apps are in use. Match their plan to their daily tools — if they're not using the advanced features in E5, they may not need to be paying for it.

Spot unused accounts, duplicated tools, or underused features — use the usage reports in the admin centre to see which users haven't logged in recently, which apps are going untouched, and where third-party tools overlap with Microsoft capabilities. For example, if they're using a separate document signing tool but already have Microsoft Purview or SharePoint e-signatures, you may be able to consolidate.

Back your advice with data — pull reports from the Microsoft 365 usage analytics in Power BI to visualise adoption across departments. This gives you a clearer picture of who's using what — and makes your recommendations easier for clients to act on.

**While plenty of MSPs monitor the admin centre, most don't go back to the client with commercial advice. That's your opportunity. Be the one who turns backend data into forward-facing guidance — and you'll stand out fast.**

# AI advice that's beginner friendly and easy to adopt



## Why clients need this

SMEs are surrounded by AI hype — but most have no idea where to start. What they need is help getting started — with simple, accessible tools that fit into the work they're already doing.



## How MSPs can help

You don't need to roll out an AI strategy. You just need to help them take the first step — using tools they already own.

Microsoft Copilot and Power Automate are designed to make AI accessible, even for beginners. With a few quick demos, you can show your clients how these tools remove effort from everyday tasks.





## Advice for MSPs providing Microsoft solutions

Start with Microsoft Copilot — it's the most intuitive place to begin. Copilot lives inside familiar apps like Word, Outlook, Excel, and Teams, so there's nothing new to learn. During client check-ins, demo how it can:

- Write full emails from bullet points
- Summarise Teams meetings or long email threads
- Draft reports or proposals they can edit and send

Use Power Automate for easy, no-code wins — it's designed for beginners and doesn't require IT involvement. Show them how to:

- Automate reminders and follow-ups for invoices, approvals, or internal tasks
- Auto-log form submissions into Excel or SharePoint
- Streamline common processes like leave requests or quote approvals

**AI doesn't need to feel big or complicated — it just needs to be helpful. You stand out by being the one with a practical voice in all the AI noise — and by making that first step easily actionable.**

# The bottom line



These three services — stronger security, cost-saving advice, and AI guidance — are already on your clients' minds, even if they haven't said it yet.

If you're not helping them with this now, someone else is getting ready to.





