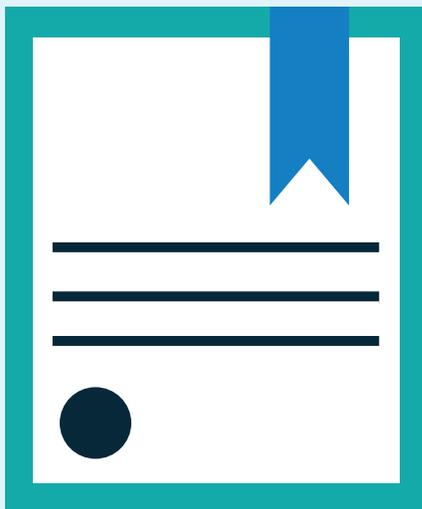


# GDPR Made MSPeasy:

## The MSP Opportunity





As a managed service provider (MSP), you are positioning yourself as an IT expert, the go-to person for all things tech and data. As of 2018, this expertise now includes the General Data Protection Regulation, or GDPR for short. Daunting as this might seem, for many MSPs, these new data regulations have served to bring in more opportunities than headaches. Now is the time to start ensuring your customers are GDPR compliant.

We spoke to a group of industry-leading MSPs who are working alongside their clients, reaching out to prospects and guiding them towards compliance, and, as a result, the opportunities have been endless!

In this eBook, you will learn strategies on taking advantage of the massive sales opportunities around GDPR from a group of successful MSPs who are doing just that.

## MAINTAINING A CLIENT FOCUS

### Trust and Commitment

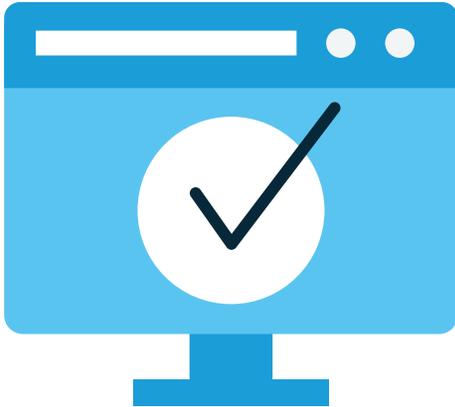
There is no better way to build trust with clients than going the extra mile to protect their business. This is the case for UK-based MSP, Complete IT. "For us, GDPR has always been about educating our clients and enabling them with the tools they need to help their clients," said Jess Symondson, Marketing Manager at Complete IT.

"We have been working with a leading GDPR consultant, to host workshops, webinars and seminars both free and paid for." By remaining flexible and acting quickly, Complete IT added a brand new (and very popular) business service to their MSP portfolio: GDPR consultancy. By adding this relevant service, Complete IT now have more opportunities to engage with (and cross-sell to) current clients.

"In order to help our clients through GDPR, we have put on a number of knowledge academies offering processes and internal procedures," said Dan Sharp at UK-based Mirus. "These academies are open to everyone, creating a great opportunity to reach our prospect base and offer the right education."

As an MSP, you're in a long-term relationship with your clients, not just a single hard sale. Alleviating pain points for your clients will only increase their trust and commitment to you.





## MSP?

Get your foot in the door with Datto's free BDR Assessment Tool

**The Backup & Disaster Recovery Assessment Tool for MSPs**

Provide automated, customized BDR assessments for new clients and prospects.

Speed up (and simplify) the sales process

## Client Education and Engagement:

There is clear motivation for European businesses to remain compliant under GDPR: the new legislation fines. These penalties are encouraging your clients and prospects to seek out third-party assistance to ensure they are doing everything they can to avoid falling victim to a costly data breach. Here is your chance to step in.

“Educating our clients and helping them go away with a clear understanding as to what their business needs to do moving forwards is what motivate us. We keep educating knowing that we are leading our clients in the right direction with as much support as we can offer,” said Symondson. “In doing so, the opportunities have been endless.”

## STAY ON THE FOREFRONT OF CHANNEL TECHNOLOGY

### Performing Check Ups

Jim Sneddon, leading GDPR Consultant and Founder of Assuredata, reports that 75% of GDPR compliance is around training, process procedures, and policies. So where to start? Sneddon recommends you start with your current client base.

First, give their IT stack a [full check up](#) and provide custom recommendations for them around what is working and what could be better. “Instead of going for the hard sell, we want to ensure that they have taken the time to look over their business needs with our guidance,” said Symondson. “Mapping out a client’s business will present deeper insights into their data management, which in turn enables you to offer tailor made solutions.”

**“Offering next generation firewalls, better options for email encryptions, and top-of-the line business continuity and disaster recovery (BCDR) products will let clients know you are serious about helping them protect their data,” said Craig Atkins, Founder and CEO at 1-Fix.**



**You may also be interested in:**



**The European State of the Channel Ransomware Report**  
[DOWNLOAD NOW](#)

### **Cure All Solution: State of the Art Tech**

Now that you have a customized assessment of your clients IT, get your solutions on the frontline of their business. “Begin by looking at your clients' security and educating them on what they can do to better protect their data,” said Symondson. “If you know they could be doing something better, tell them.”

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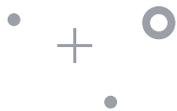
“Without communicating this to your customers they won't know what they need and won't actively reach out to ask for it.” In the age of GDPR, proactivity is key for MSPs and businesses alike. “Make sure you're one step ahead.” They will be sure to thank you in the long run.

### **Re-Engineering Your Business:**

Many organisations are approaching GDPR as an opportunity to re-engineer their business.

Re-engineering is great opportunity for you to get your solutions on the front line.

“GDPR is a catalyst for business transformation, but for the better,” said Sneddon. “By centralizing data and streamlining IT systems, you will transform the way a business runs.” There's nothing wrong with a little spring clean, especially if it gives your business a boost in the right direction.



**“Position data security and data protection using the analogy of safety equipment when performing a dangerous activity,” said David Prince, President and CEO of Databranch. “Ask, would you go skydiving without a reserve parachute?”**

## INVEST IN YOUR BRAND

### Time to Invest

Convincing prospects and clients that technology solutions, such as business continuity and disaster recovery (BCDR) are worth the investment can be difficult. So how to overcome these roadblocks? It's all about how you approach the conversation.

“Take the time to explain the benefits of the technology,” said Paul Franks, CEO of ThinkGard. “There's a huge benefit when your prospects actually understand what they're investing in.”

“Position data security and data protection using the analogy of safety equipment when performing a dangerous activity,” said David Prince, President and CEO of Databranch. “Ask, would you go skydiving without a reserve parachute?”

In the end, every business across the EU knows that becoming GDPR compliant will cost them money. The smart ones realize this is a worthwhile investment.

### Optimising Your Brand's Exposure

Your MSP business is built upon skills and expertise. This is one of the many ways you expand your business and build upon your client base. Showing your customers you have what it takes to help them, is sometimes enough for them to have full confidence in your solutions.

“Knowledge academies have helped us build our reputation. These networking events give our clients the opportunity to attend interactive workshops alongside their peers”, said Sharp. “We have received great feedback from each event which

## You may also be interested in:



**[On-Demand Webinar]**  
**The MSP's Guide to the GDPR Opportunity**  
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helps us reach out further to new clients. Additionally, having a government-approved badge is enough to make any business stand out. By giving clients the option to achieve a 'Cyber Essentials' certification, we've increased our visibility as an MSP."

In turn, existing customers will start to increase their spend. If they already have an existing relationship with you and trust in your brand, it will be easier for them to capitalize on what they need, want and have to do. If you're the one they come to for it all, your business can only expect to expand further afield.

## CONCLUSION

Under the General Data Protection Regulation (GDPR), every business will need to adapt in order to stay afloat. On a positive side, GDPR can revolutionise your MSP business if the right steps are taken. Maintaining a strong customer focus is essential. If you're proactively building relationships with new and existing clients you, will continue to drive business straight to your door. Offering best-in-class solutions and programs will increase your footprint in the IT Channel. If you're consistently spending your time being quality conscious and putting your energy into your brand's identity, your clients will want to invest in you too.

Being a knowledgeable MSP who is instrumental when it comes to protecting customer data will enable you to achieve great success. GDPR is a game changer. While it may seem to challenge your business today, building compliance will reward you with endless opportunities in the long run.