

# Flexible Pricing for Every MSSP Business: Designed for Hardware and SaaS

*Managed Security Service Providers (MSSPs) need a way to stand out from their competition. By offering subscription or month-by-month billing option to your customer, you make it easy for them to choose you to protect and manage their security. Start building your recurring revenue with flexible pricing without having to pay up front for security hardware and services.*

## Addressing the Demand for Managed Service Providers (MSPs).

More and more end-user organizations are seeking out managed service providers (MSPs) to help carry the burden of their IT needs. The increase demand for MSPs means that you need to find ways to differentiate your business to stand out in the crowd and provide the most value to your existing and prospective customers.

One way that MSPs are looking to stand out in the crowd is by offering subscription or consumption-based pricing models to their customers. By offering a month-by-month or usage billing, customers won't be forced to pay hefty bills up front, and you can establish recurring revenue you can count on.

While this sounds like a win-win for you and your customers, the issue is that most IT and security vendors haven't adapted to meet this need and still require someone (usually you) to pay for the hardware, software, and services up front. In fact, IPED reports that the biggest barrier to revenue growth for service providers is vendor pricing models.

Right now, you may find yourself fronting the cost for services or leasing through your bank or distributor creating a drain on your cash flow. You might find yourself bogged down in the manual processes for ordering, tracking and managing these devices for your customers. If you have the team and infrastructure needed to support these manual processes, there's no need to change how you've been doing things. But for those managed service providers looking for a different way to support the trend of monthly or subscription payments, what are the options you should expect from your security vendors?

### **So what do you need from your security vendors?**

**Flexibility** - When it comes to your security vendors, look for true partners that can offer you ways to purchase solutions the same way you sell them to your customers. Your vendors should let you purchase purchase bundled hardware, usage-based software, and services in whatever way best meets your customers' needs, including fixed-term pre-pay, fixed-term pay-as-you-go and zero commitment pay-as-you-go.

**Monthly Invoicing & Automated Renewals**– By paying for services month-to-month instead of all up front, you can distribute your investment and cashflow, helping your bottom line. Plus, working with vendors and distributors that help automate elements of your business can take pressure off of your need to track things like renewals and ensure there's not a break in service.

**Pay-as-you-go** – You know that your customers' needs can change at the drop of a hat – and whether they're looking to scale up or down, they look to you to meet their needs. With flexible, pay-as-you-go licensing, you have the flexibility to amend services and terms based on needs across all of your customers quickly and easily. If a customer does downsize, simply pause that device and reassign to another customer. You don't need to pay for solutions that aren't being used, and you can seamlessly set up new customers without delay.

### Why WatchGuard FlexPay?

WatchGuard FlexPay™ offers three key purchasing options for partners including fixed-term pre-pay, fixed-term pay-as-you-go and zero commitment pay-as-you-go that requires no up-front cost or contracts for hardware or software solutions. WatchGuard has traditionally sold products in a paid up-front model and we continue to support this method for all partners/resellers whose business aligns best with this sourcing cadence. For our partners who need more flexibility we introduced the MSSP Points program several years ago and continue to expand this flexibility through monthly Subscriptions.

With the flexibility to purchase hardware and software the same way you invoice your customers, partners can ensure they have the cash flow necessary to run their business.



	Traditional	Monthly Subscription		MSSP Points
<b>FlexPay Model</b>	Fixed-term pre-pay	Fixed-term pay-as-you-go	Zero commitment pay-as-you-go	Zero commitment pay-as-you-go
<b>Upfront Payment</b>	Full	None	None	Hardware Only
<b>Who is it for?</b>	Established business who want to pay up front  Resellers without additional services	MSPs who need monthly billing, flexibility, and automation and are comfortable with a 3-year commitment	MSPs who need monthly billing, automation, and the flexibility to cancel anytime	MSPs who need monthly payment and flexibility  Where monthly Subscriptions are not yet available
<b>Expense Type</b>	CAPEX	OPEX	OPEX	CAPEX + OPEX
<b>Contract Term Options</b>	1 year 3 year	3 year	Monthly	Monthly
<b>Product Lines Supported</b>	Firebox Wi-Fi AuthPoint Passport	Firebox	Firebox AuthPoint	Firebox AuthPoint Passport
<b>Geo Availability</b>	Global	USA, Australia	USA	Global
<b>How to Renew</b>	Renewal purchase	Auto-renew	Auto-renew	Purchase Points
<b>Pause Contract</b>	N/A	Pause* and Resume on Distribution Marketplace	Pause and Resume on Distribution Marketplace	Pause and Resume on WatchGuard.com

\*applicable only to services, not billing

### Find out more

For additional details, talk to your authorized WatchGuard reseller or visit <https://www.watchguard.com>.

### About WatchGuard

WatchGuard® Technologies, Inc. is a global leader in network security, secure Wi-Fi, multi-factor authentication, and network intelligence. The company's award-winning products and services are trusted around the world by nearly 10,000 security resellers and service providers to protect more than 80,000 customers. WatchGuard's mission is to make enterprise-grade security accessible to companies of all types and sizes through simplicity, making WatchGuard an ideal solution for midmarket businesses and distributed enterprises. The company is headquartered in Seattle, Washington, with offices throughout North America, Europe, Pacific, and Latin America. To learn more, visit [WatchGuard.com](https://www.watchguard.com).