

GFI AppManager: *The MSP Command Center for GFI KerioControl Success*

The transition from product reseller to service provider represents not just a business model shift, but a fundamental transformation in how you deliver value. At the heart of this evolution for GFI KerioControl partners is GFI AppManager—a purpose-built platform that transforms isolated security appliances into a cohesive, manageable security ecosystem.

The Command Center: *Managing GFI KerioControl from Afar*

GFI AppManager serves as the nervous system of your managed security operation, connecting your team to every GFI KerioControl deployment across your client base. This centralized approach eliminates the traditional barriers of distance and scale that have historically constrained security management.



Think of GFI AppManager as your security operations center—a dashboard where your team can monitor threat landscapes, implement policy changes, and ensure continuous protection across dozens or hundreds of client networks, all without leaving their desks.

Unified Control Plane

When you log into GFI AppManager, you're not just accessing a management portal—you're entering a unified control plane where every GFI KerioControl appliance in your fleet becomes immediately accessible. This transforms your operational approach in several critical ways: GFI AppManager provides streamlined access to the complete GFI KerioControl administration interface, allowing your team to:



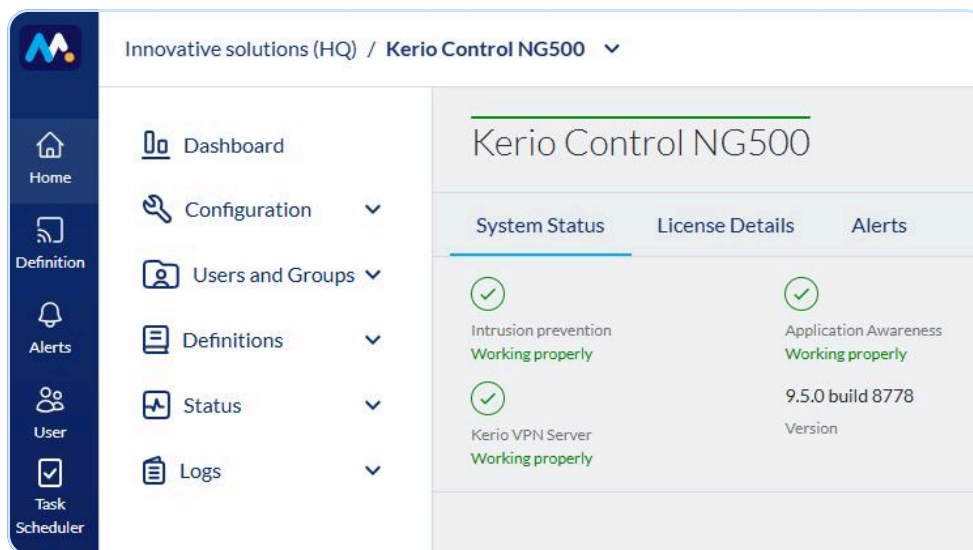
Configure and manage traffic rules with precision across client deployments.



Implement standardized security baselines while maintaining client-specific customizations.



Manage content filtering policies, intrusion prevention settings, and VPN configurations.



Security Intelligence at Scale

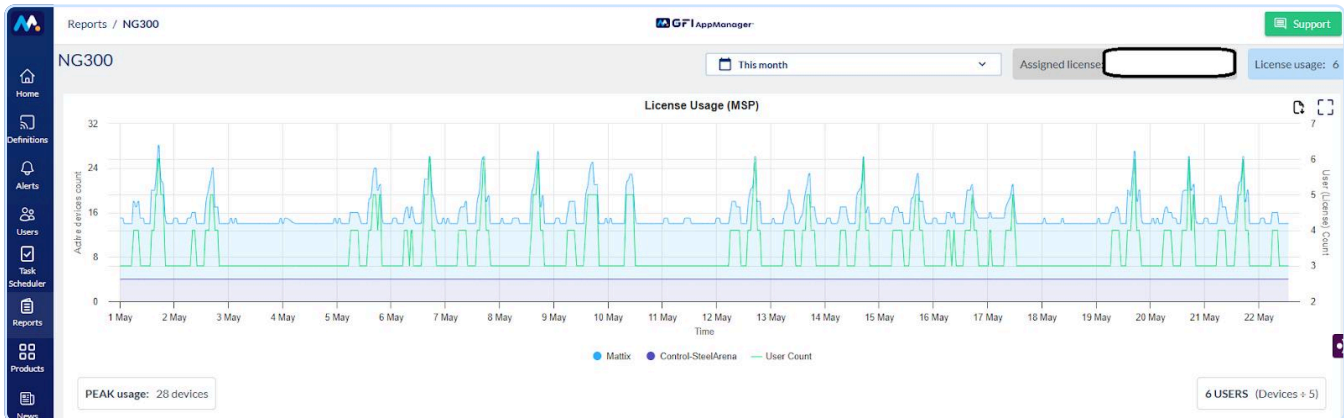
Beyond basic management, GFI AppManager delivers security intelligence that scales with your business:

- Real-time threat monitoring across your entire client base identifies emerging patterns.
- IP address groups based on geographical regions can be created and synchronized.
- Centralized visibility into blocked threats provides actionable intelligence.

The Business Engine: *Aligning Technology with MSP Economics*

GFI AppManager does more than simplify management—it aligns perfectly with the economics of a subscription-based security practice.

Consumption-Based Licensing Intelligence



The licensing model transforms how you track, manage, and bill for security services:

- Monitor peak concurrent users across all client deployments with detailed usage reports.
- Track the 5-device-per-user formula automatically, ensuring accurate licensing and billing.
- Receive proactive alerts before license expiration to prevent service interruptions.
- Generate comprehensive reports that validate service value and substantiate billing.

This intelligence eliminates traditional licensing headaches and creates transparency for both you and your clients.

Multi-Tenant Operational Efficiency

GFI AppManager’s multi-tenant architecture is engineered specifically for MSP operations:

- Create logical organizational hierarchies that match your business structure.
- Implement role-based access controls that align with your team’s responsibilities.
- Delegate specific management functions while maintaining overall control.
- Apply consistent security policies while accommodating client-specific requirements.

This architecture enables you to scale your security practice without proportional increases in staff or management overhead. As one MSP partner noted:

“We doubled our managed device count last year with the same technical team—GFI AppManager made that possible.”

Building Value Beyond Monitoring

GFI AppManager enables you to deliver continuous value through proactive security management:

Automated Security Management

Efficiency comes from automation, and GFI AppManager delivers:

- ✓ Schedule and deploy firmware updates across multiple appliances simultaneously.
- ✓ Implement automated configuration backups with cloud storage.
- ✓ Configure scheduled security reports for client delivery.
- ✓ Deploy standardized configurations for new client onboarding.

Value Proposition: *The GFI AppManager Advantage*

The power of GFI AppManager for GFI KerioControl MSPs emerges in these distinct value propositions:

1 Operational Transformation

The shift from managing individual appliances to orchestrating a security ecosystem fundamentally transforms how your team works:

- Consolidated management eliminates travel time and costs.
- Standardized processes improve service consistency.
- Remote troubleshooting capabilities reduce resolution time.
- Proactive monitoring prevents security incidents.
- GFI AppManager AI-powered insights bridge knowledge gaps and accelerate issue resolution without manual documentation searches.

"We eliminated 15 hours of weekly drive time when we fully implemented GFI AppManager," explains a rural MSP partner. "Those hours now go directly into improving our service quality and expanding our client base."

2 Revenue Expansion Opportunities

GFI AppManager enables tiered service offerings that create natural upsell paths:

- Basic monitoring and management as your foundation service.
- Advanced threat protection featuring Shield Matrix intelligence.

- Premium compliance packages for regulated industries.
- Specialized vertical solutions for education, healthcare, and financial services.

3 Client Experience Enhancement

The centralized nature of GFI AppManager transforms your client relationships:

- Proactive threat resolution often happens before clients are aware of issues.
- Comprehensive reporting demonstrates ongoing value.
- Rapid response to security concerns builds trust.
- Consistent service delivery strengthens relationships.

“Our clients used to call us when things broke,” notes a GFI KerioControl MSP. “Now they call to thank us for preventing problems they never experienced.”

A Pathway to MSP Success

GFI AppManager provides a gentle yet powerful onramp for transitioning from the traditional VAR model to managed services:

1. Start with monitoring for existing GFI KerioControl deployments.
2. Add proactive management of updates and security policies.
3. Implement standardized deployments for new clients.
4. Develop specialized security services for target industries.

At each stage, GFI AppManager’s capabilities expand to support your evolving business model, from basic remote management to sophisticated security orchestration.

Conclusion: *The Strategic Imperative*

For partners seeking to transition from traditional product sales to recurring service revenue, GFI AppManager isn’t merely a tool—it’s a strategic enabler that transforms how security services are delivered, managed, and monetized.

The platform bridges the gap between technical capability and business model, providing both the operational efficiency needed to scale a security practice and the financial intelligence required to run a profitable MSP business.