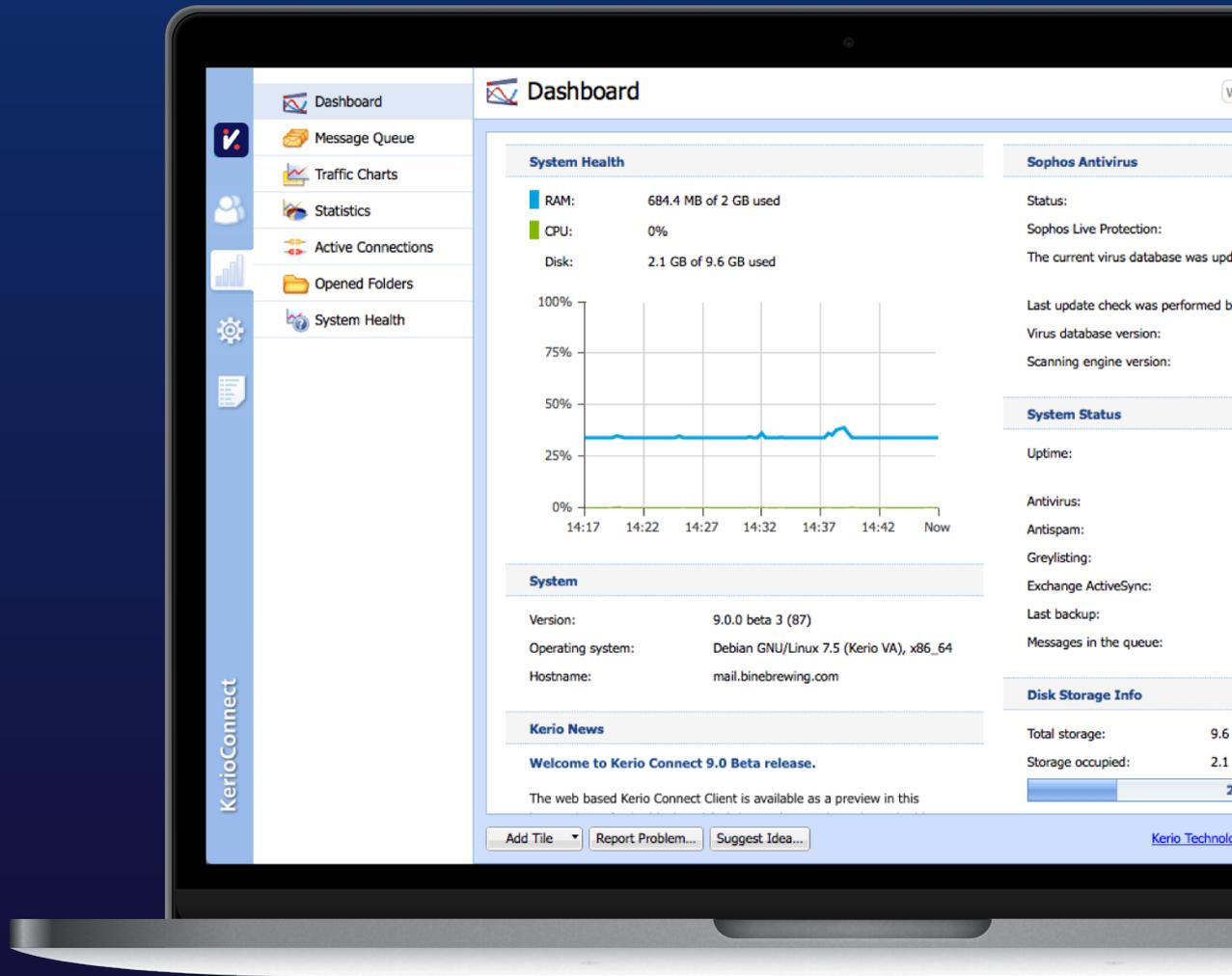




# MSP | Best Practices



## TARGET AUDIENCE

Managed Service Providers.

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## AIM

The purpose of this document is to provide a set of guidelines to MSPs on how they can draft their own marketing content to promote their KerioConnect service offerings to existing and new customers.

The information provided in this document covers the possible product offerings, MSP benefits, service offerings, solution-specific technical items that can be leveraged and other marketing collateral that can be created.

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## DISCLAIMER

GFI Software's role in this scenario is limited to offering the product. The service offerings are focused on the value that the MSP would bring to their customers rather than product features. Therefore, marketing and consequently offering these services to customers is at the sole discretion of the MSP.



## Product Offering

GFI KerioConnect enables you to quickly and easily white-label or co-brand the KerioConnect interface, giving you two options for selecting the *product* to offer.

### Option A

Advertise KerioConnect as 'KerioConnect Email Solution', hosted by your business. In which case, the content below can help.

#### Why KerioConnect?

KerioConnect is a mail server and an all-in-one collaboration tool trusted by over 30,000 companies around the world.

It provides secure business email, calendar, and collaboration without the complexity or expense of bigger platforms. With its ease of use and simplicity, our solution is a better alternative for your small or mid-sized business.

### Option B

Use the customization and branding features in KerioConnect to brand and sell it as your own solution.

An example of what this could look like is: **<MSP Name> Hosted Email Solution.**

Should you choose to do this, you can use the content below to communicate the benefits of a hosted email solution to prospects:

#### Benefits of Hosted Email

Why choose a hosted email solution?

Managing your own email servers and securing them from spam and DDOS attacks is difficult and time-consuming. When you set up your domain with us, we take care of these complex tasks for you to ensure that the service is always running, secure, and optimized. Enjoy the peace of mind that comes with delegating the management of your mail servers so you have more time to focus on your business.

At <MSP Name>, we understand the value of reliable email service for business continuity and operations. Our dedicated team of experts is regularly monitoring and maintaining the health of all mailboxes, as well as the cloud instances hosting the mailservers for each of our clients.



## Feature Offering

In addition to the above, you can use the table below to give a **brief overview** of the available features to your clients:

Feature	Benefit
<b>Native email clients</b>	Our intuitive Desktop and Webmail clients enable you to access Emails, Calendars, Contacts, Tasks, Notes, and <b>Live Chat</b> functionality.
<b>Works with the email app of your choice</b>	Access your mailbox from Microsoft Outlook, Mozilla Thunderbird, or native Apple/Windows applications like Apple Mail, Apple Calendar, Windows Mail, Windows Calendar, etc.
<b>Mobile mail</b>	Manage your mailbox directly from your mobile devices using the native Mail, Calendar, Contacts, and Notes applications.
<b>World-class security</b>	Our industry-leading spam and virus filters and best-in-class security ensure that emails reaching your mailboxes are safe, secure, and free of spam.
<b>Live chat functionality</b>	Use our native email clients <b>or any</b> 3rd-party XMPP-based Instant Messaging App to instantly connect with your colleagues.
<b>Secure emails with digital signatures and encryption</b>	Ability to set up S/MIME certificates for digital signatures and message encryption for added security.
<b>Extensive language support</b>	15+ languages supported – customize our email client to your native language!

For a more comprehensive list of features, please refer to [KerioConnect Features](#).



## Service Offering

MSPs have the opportunity to provide a myriad of additional value to their clients to ensure customer confidence and satisfaction.

Listed below are several services that you can offer to your customers, as you see fit.

- ✓ **SLA for support and service requests**  
Offer and agree on an SLA for technical support queries and other requests. Offering it helps build confidence, and meeting it builds long-term trust with your clients.
- ✓ **Uptime guarantees**  
If you have been in business for quite some time, leverage that to offer uptime guarantees based on past data. Reliability and continuity are key in email solutions. If you have the ability to guarantee uptime, use that to your advantage and make sure you advertise it.
- ✓ **Data migration to KerioConnect**  
Offer your clients the ability to migrate to KerioConnect from other vendors. This is particularly important for targeting new customers, as one of their major pain points would be the migration of existing data.  
  
KerioConnect's IMAP migration tool or POP3 protocol integration can be used to support this operation smoothly.
- ✓ **Data migration from KerioConnect**  
Offering this service helps earn customer trust, while showing your confidence in the solution you're offering. Letting customers know that you would assist them in moving to another solution if they're not satisfied with KerioConnect can make it easier to convince them to try the product (as they'll know they can always easily revert/move elsewhere).  
  
Additionally, in a scenario where such a request is put forward by a customer - providing this service would actually help you build a long-term relationship with the customer.
- ✓ **Data retention**  
Offer to retain emails across a customer's organization for a specified period to comply with company standards and to counter legal attacks.
- ✓ **Active monitoring**  
As an MSP, it is critical to offer the customer continuous monitoring of their instances/mailbox health. It gives them peace of mind and also helps in identifying issues before the client does.
- ✓ **(Optional) Alerts and notifications**  
Offer your customer the ability to opt-in for alerts and notifications. This can be a good opportunity for you to implicitly show that you are actively monitoring their instances.  
  
Examples of alerts/notifications:
  - Full mailbox warnings.
  - Total Spam intercepted in a month.
  - Total attachments checked for viruses in a month.

- Change in total storage occupied over the month.
- System update alerts e.g. mail server has been updated to the latest version.

**Note:** KerioConnect offers these statistics on a **server level** and for “**all-time**”. If you’re serving multiple customers per KerioConnect instance, adjust this accordingly. If you’re serving a single customer per instance, you can reset the statistics each month to get monthly stats.

### ✓ **Hardware used**

If you’re using top-of-the-line hardware to host customer instances, it is important to advertise that. For instance, if you’re using NVMe SSDs for mailbox storage, it would be good to market that in order to gain customer confidence in your ability to provide fast & optimized data access.

### ✓ **Competitor analysis**

Know your competition. It is important to ensure that the price and service offering (e.g. mailbox size/user, offering elastic storage, etc.) are market competitive. Additionally, it is also important to use that in marketing, as customers are always looking for the best deal for their money.

### ✓ **Backup & archiving policy**

Mailservers host highly critical data; making data redundancy absolutely necessary. Use a robust backup and archiving policy (archiving can be optional and potentially offered as an add-on) and market that to assure the customer that their data is in safe hands. A sample email communication to send to a customer is: “We at <MSP Name> understand how critical email data is. Therefore, our experts are consistently backing up your data every <number of > hours to protect you against data loss.”

**Note:** This is also important from a compliance standpoint.

### ✓ **Emergency restore**

Customers might accidentally lose an email, a folder, or their entire mailbox. Problems like this can occur so consider offering your customer a service to recover these items with an SLA in place (e.g. <number> hours) to ensure business continuity.

KerioConnect’s KMSRecover tool can help in restoring items using backups in a quick and efficient manner, assisting you in servicing such requests.

### ✓ **Location of the server/cloud instance**

Let your clients know in which country the server or cloud instance is hosted. From a compliance standpoint, it is important to many clients that data at rest stays within their country. Additionally, from a technical standpoint, having the data/server in the same region/country ensures faster access. If you’re using or offering multiple availability zones via Amazon Web Services (AWS), for instance, it’s definitely worth advertising this information.

### ✓ **Remote erase data (for mobile phones)**

Cellphones can be lost or stolen. Offer your clients the service to remote wipe their mailboxes from any mobile device in such an event. KerioConnect includes this functionality and therefore can assist you in servicing such requests.

### ✓ Tiered licensing/data offering

If you can, do offer tiered licensing (e.g. 5GB, 10GB, 20GB mailboxes), it can add great value for the customer, as mailbox sizes are usually asymmetric within an organization. This ensures that the customer feels that they're only paying for what they're using. GFI KerioConnect can assist with that as:

- It has the option to set up quota limitations on a per-user basis.
- It has the option to set up quota limitations on a per-domain basis. Therefore, you could potentially offer a package where the "data limitation" is not based per mailbox, but on *ALL mailboxes combined*. This could offer great value and flexibility for clients that have mailboxes asymmetric in size.

### ✓ Technical support

It is essential to offer at least Level 1 support to the customer with an agreed-upon SLA, as problems do arise. During onboarding, its reassuring for the customer to know you will be there for them every step of the way. Providing quality support builds trust which helps ensure customer retention.

### ✓ Managed system updates and upgrades

Let your clients know that you're regularly checking for updates, patches, and upgrades in all the associated systems for the mail solution deployment (OS Updates and patches, new mailserver versions, Anti-virus signature updates, etc.) to ensure that the systems are always fully-safe and on the latest versions for optimal performance and security.

### ✓ Domain setup

For new customers looking for a hosted email solution, setting up domain records can be a pain. If you have the required expertise on your team, it might be a good idea to offer that as a complementary or paid professional service so customers are provided a turnkey solution.

### ✓ Include FAQs

For MSP-specific service offerings e.g. SLAs, Billing queries, etc; it is advisable to include an FAQ section to answer common questions *before* the client asks them. An FAQ section for self-service helps reduce the to-and-fro communications, saves time, and helps enhance the customer experience.

Besides the feature and service offerings, at the end (and potentially a little info at the start) of the marketing material, it is integral to provide your clients with more information about yourself.

Below is some of the information you can include in your official marketing material:

#### About us

Give your clients a brief introduction to your organization, your focus, how many customers you have, how long have you been in the market and contact details.

#### Case studies

Document how you have helped customers succeed. Aim to quantify the value they have gained from using your solutions and services e.g <hours> of reduced downtime, improved response times etc.

## Use cases

Document the different types of industries your solution can be used in, and highlight how the solution is used across various businesses.

## Testimonials

Share reviews and testimonials of your existing clients, preferably from varying market sectors.

## Contact us

Provide customers with different ways to reach you. It's best to word this such that it acts as a Call-To-Action. For example, 'Want your data to be onsite and secure with 24/7 support? Contact us for more information.'

