KerioConnect®

USE CASE

GFI KerioConnect®: MSP Multi-Domain Email-as-a-Service (EaaS)

1. Executive Summary

Managed Service Providers (MSPs) often face a "profitability squeeze" when reselling major cloud email platforms, where thin margins are coupled with a total loss of control over the infrastructure. **GFI KerioConnect®** empowers MSPs to reclaim the stack by acting as a robust, multi-tenant **Email-as-a-Service (EaaS) platform**.

By hosting multiple independent customer domains on a single, high-performance GFI KerioConnect® instance, MSPs can achieve superior economies of scale. This document details the operational model for domain separation, per-customer security, and IP reputation management.

2. The MSP "Cloud Margin" Challenge

The traditional model of reselling public cloud email presents three existential risks for MSPs:

- **Margin Erosion:** MSPs act as unpaid support for cloud giants, retaining only a small fraction of the subscription fee while bearing the full burden of client management.
- **Zero Infrastructure Control:** When a global cloud provider experiences an outage or a "black-box" filtering issue, the MSP is helpless to intervene, damaging client trust.
- **Commoditization:** Without a unique platform, MSPs struggle to differentiate their offerings, leading to price wars.

The Requirement: A multi-tenant platform that allows for **strict domain separation**, localized data sovereignty, and the ability to tune security and reputation settings per customer. All managed by a lean technical team.

3. The GFI KerioConnect® "Platform" Architecture

GFI KerioConnect® is uniquely suited for MSPs due to its efficient resource utilization and native multi-domain logic. A single instance can segment several independent organizations.

Multi-Tenant Operational Model



Domain Separation: Each customer is provisioned as a distinct domain entity. Users in "Customer A" cannot see or interact with "Customer B" in the Global Address List (GAL).

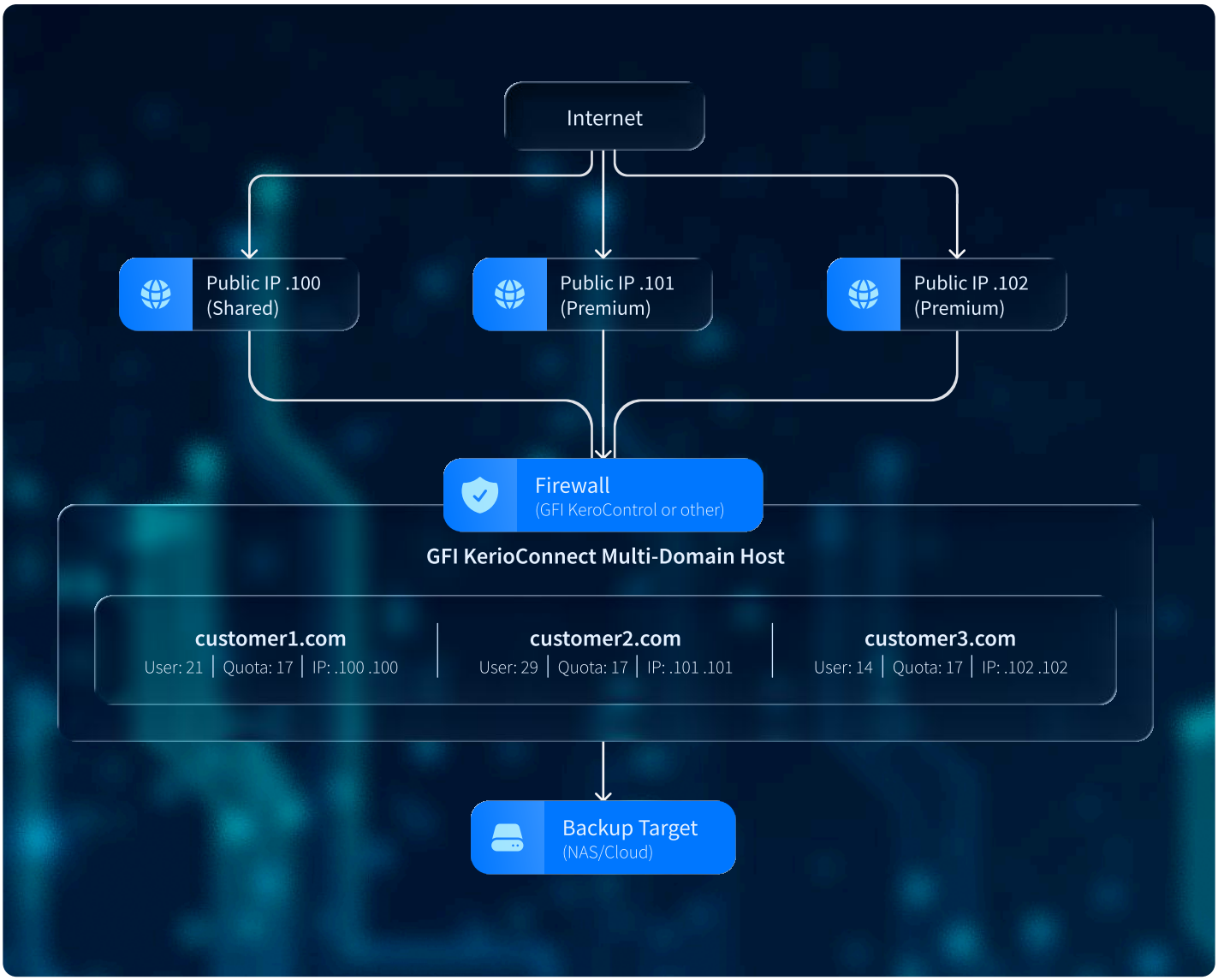


Administrative Delegation: MSPs can grant "Domain Admin" rights to a client's internal IT contact, allowing them to manage their own users without seeing other tenants on the server.



Shared Resources vs. Segregation: While CPU and RAM are shared across instances, mail stores and configuration settings (such as archiving and footers) are segregated by domain.

4. Technical Architecture: Single Instance, Many Customers



IP Binding & Reputation Management

One of the most critical MSP features is **IP Binding**. If one customer sends bulk mail that triggers a blacklist, the MSP can ensure other customers are unaffected.

5. Financial Impact: The MSP Margin Multiplier

Consolidating customers onto a single GFI KerioConnect® instance transforms the cost-per-mailbox.

Metric	Cloud Reselling (M365)	GFI KerioConnect® MSP Model
Gross Margin	10–15%	**40–60%**
Licensing	Per-user monthly (High)	Per-user (Wholesale/Volume)
Infrastructure	None (Third-party)	Minimal (Consolidated VPS/Server)

Metric	Cloud Reselling (M365)	GFI KerioConnect® MSP Model
Support Labor	High (escalating to MS)	**Low (Direct control, one console)**
IP Control	None	**Full (Per-domain IP binding)**

ROI Snapshot: An MSP with 500 mailboxes across 20 clients typically sees a **2x increase in monthly recurring revenue (MRR)** profit by switching from a resale model to a GFI KerioConnect®-hosted EaaS model.

6. Operational "Day 2" Scaling

Centralized Management with GFI AppManager AI

MSPs use **GFI AppManager AI** to monitor the health of the entire instance.

- **Single Pane of Glass:** View CPU/RAM usage, mail queue status, and security alerts for all customers at once.
- **Rapid Onboarding:** Use domain templates to provision new customers with pre-configured antispam and archiving policies in minutes.

Backup & Disaster Recovery

GFI KerioConnect's file-based storage allows for efficient, multi-tenant backups:

- **Granular Recovery:** Restore a single email or a single customer domain without affecting other tenants.
- **Rsync Efficiency:** Move customer data to off-site storage using standard Linux tools, ensuring business continuity without expensive proprietary backup agents.

7. Conclusion: The MSP Platform of Choice

GFI KerioConnect is the "platform of choice" for MSPs who value profitability and control. Unlike the "black-box" nature of public cloud providers, GFI KerioConnect offers a transparent, multi-tenant architecture where the MSP owns the relationship and the infrastructure.

By leveraging ticket-proven patterns for IP binding and DNS management, MSPs can provide a premium, secure, and highly reliable email service that scales effortlessly from the first customer to the thousandth.

Ready to get started? **Contact us**

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