rhipe

A Crayon company

Productivity Simplified

At rhipe, we have looked at the market and want to help simplify which key solutions your customers are focusing on.

Region: Australia & New Zealand

Productivity simplified

This is an exciting time to work in technology, with some great products and solutions available to help address challenging problems.

This eBook covers four important productivity themes and associated solutions:

- Save money with cloud
- Work from anywhere
- Unify communications
- Don't skimp on security

Collaboration and productivity solutions arguably saved many businesses and boosted the world economy in 2020/21.

If the pandemic had occurred in 2015, before the majority of businesses implemented such solutions, many would have struggled to pivot to a working from home model.

Fortunately, many businesses were already using productivity solutions by the end of 2019 so had a way to work effectively from remote locations, and some experience of how to apply the tools. This underwrote the move to working from home and helped reduce the impact of COVID-19.

A lot of water has flowed under the bridge since first reports of the new virus reached us back in January 2020. Businesses have learnt a lot about how to make working from home and hybrid work models more effective. They've learned the hard way what works and what doesn't.

Meanwhile, software businesses keep adding features to their productivity products based on feedback from millions of users worldwide. These include additional focus on creating a more social, inclusive experience so isolated team members can feel more a part of the virtual team despite their physical distribution.

PRODUCTIVITY SIMPLIFIED

Stack your solutions to add value to your business

At rhipe, we are excited to engage with our partners to help you deliver simplified productivity solutions (we call these **Productivity Bundles**) to your clients.

By stacking your Productivity offerings with recommended add-ons such as Backup, Business Automation, Voice, Compliance and Security solutions and many more, you can build a comprehensive bundle for your customers. This will see better results for your customers as they grow, and provides a simplified model of selling for your business.

This eBook also maps out a **Mutual Maturity** model to help our MSP partners assess and select the **Productivity Bundles** that add most value to you and your customers.

Save money with cloud

Productivity applications in the cloud help your customers communicate, collaborate and save money. Businesses can speed up processes and provide better customer service. They get more done, improving productivity[1].

As your customers grow, their technology often fails to grow with them – it doesn't scale, or isn't adaptable, or lacks the right level of security. That's why they should consider migrating to a cloud productivity solution.

You can guide your clients through the migration journey.

Help them choose an integrated Productivity Bundle that meets their needs for:

- **Saving money** – save time and money spent managing, maintaining and patching on-premises technology

- **Scalability** – start small with a few users but with room to grow to hundreds

- **Adaptability** – tools that support customers changing work styles and processes on the fly as economic and market conditions change

- **Security** – help your clients choose solutions with several layers of security which they can progressively apply as their business grows and security risks increase.

rhipe's Productivity Bundles are matched to tiered customer profiles (E.g. size, cost, security and collaboration needs) and service provider profiles (size, number and types of skillsets). We call it the **Mutual Maturity** model, and it's designed to help our partners deliver great value for your customers.

[1] A 2019 study of 1,100 companies carried out by the Institute for Corporate Productivity and Babson College in Massachusetts found those that promoted collaborative working were five times more likely to be high performing.

Work from anywhere

Working from home due to COVID-19 led to an upsurge in productivity tools usage. While there were initiatives to increase work flexibility even before the pandemic, COVID-19 rapidly accelerated those and laid the digital foundations for many businesses to continue flexible work arrangements.

Trust in new business models

The pandemic forced business leaders to put their trust in new business models. And they found – in many cases to their surprise – that their workforce and teams were at least as productive, if not more, as before, despite being dispersed and remote from managers.

That's opened up minds and also opportunities. Businesses continue to experiment with new models because flexible working delivers positive results. This is underlined by a recent study from Accenture[2] reporting 63% of high-growth organisations have "productive anywhere" workforce models.

As economies open up again, now is an ideal time to start conversations with your clients about creating the digital foundations in the cloud for the "from anywhere" worker.

[2] The Future of Work 2021, an Accenture study of over 9,000 workers across Australia, Brazil, Canada, China, France, Germany, Japan, Singapore, Sweden, UK, and US.

WORK FROM ANYWHERE

The experience of employees is an essential factor to enabling a productive anywhere workforce.

Businesses must properly support remote and hybrid workforces with high quality tools to get the job done. At a minimum, the "from anywhere" worker needs:

- secure access to corporate resources from any personal device

- cloud based storage and file access

- remote communication tools to connect with teammates and customers

- collaboration tools (for jointly working on documents, or working

- with teammates, or innovating in groups)

- remote desktop management to configure and maintain personal devices

- contract lifecycle management tools to digitally manage

- agreements, eSignature, and payment collection

Providing the full tool set for remote workers is not just essential to productive individuals and teams - it is a primary contributing factor to positive employee experience (EX). That's key for your customers in hiring and keeping talented staff and boosting competitiveness.

Unify communications

Voice and unified communication solutions has seen a rapid growth from the onset of COVID-19. For example, Microsoft Teams' daily active users shot up from 32 million at the start of the pandemic to 145 million by April 2021.

However, the rapid speed of adoption found not all systems were set up in the right or best ways to ensure success. Many businesses have ended up with a collection of different tools for different tasks.

That's a sub-optimal approach because:

- staff have to learn different user interfaces for each tool/task

- they lose productivity by constantly switching between tools

- data and tasks initiated in one tool are not always shareable with other tools

- they have multiple commercial relationships with different vendors

Create a single unified experience

By contrast, Unified Communications (UC) solutions offer individuals and teams a single user experience for all their communications, including:

- chat and messaging

- hosted voice

- conferencing and meetings

- contact centre

All these services can be delivered via the cloud in what's called Unified Communications as a Service (UCaaS), which makes all UC tools available to your customers' workers from anywhere. This allows them to connect and collaborate with their team, sell to or service customers and other external stakeholders, and join meetings and conferences.

Many UC solutions offer tight integrations with productivity tools so, for example, staff can use the public calling facilities of UC to make and receive public calls from within familiar environments such as Microsoft Teams.

The global unified communication as a service (UCaaS) market size was USD 25.85 billion in 2020. The market is expected to grow from USD 28.96 billion in 2021 to USD 69.93 billion in 2028 at a CAGR of 13.4% during the 2021-2028 period.

Right now is a great time for MSPs to consider adding UCaaS solutions and new monthly recurring revenue streams to your portfolios. Many customers are looking to rationalise and consolidate their communications solutions, and will be receptive to discussions on how best to do that using UCaaS and collaboration solutions.

Don't skimp on security

Sharing information freely between all stakeholders in a business is vital for collaboration and creativity. Your customers' teams need to collaborate on sales proposals, product development and budgets, and move that information across their networks – from office to staff working from anywhere and in partner organisations. But how do they do that while at the same time protecting sensitive customer, product, and financial data?

With security threats multiplying this is a challenging time for small and medium business (SMBs).

A PwC study in July 2020 reported that 57% of APAC SMBs "had experienced an online attack in the last 24 months". [3]

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[3] The state of SMB cybersecurity at a time of crisis by PwC, July 2020.

DON'T SKIMP ON SECURITY

As an MSP, you have a great opportunity to help ensure security tools are built into your customers' core technology from the ground up to provide several layers of protection.

Every business needs:

- identity management for secure sign-on, including Multi-factor authentication (MFA)

- zero trust architecture (ZTA) to authenticate and authorise every user and device every time they access network resources and data

- encryption to protect the data flowing up and down networks to the many people now working from home

- advanced threat protection (APT) to guard against malware, ransomware and malicious URLs in email or Office documents and attachments

- mobile device management (MDM) to secure phones and tablets, control what users can do with enrolled devices, remotely wipe a device, and encrypt the device if lost or stolen

- anti-phishing tools to protect against this insidious and fast-growing threat

All these tools are available as configurable options in cloud productivity solutions, and enable modern businesses with distributed workforces to enforce the security that suits their unique requirements. Service providers like you can help businesses lacking in-house IT staff to ensure security configurations match your customers' specific needs.

PRODUCTIVITY SIMPLIFIED

Mutual Maturity model

Productivity solutions are designed to simplify the way people work, connect, and collaborate. Buying productivity tools should be just as simple!

When proposing **Productivity Bundles**, we recommend IT service providers consider the different levels of customer needs and your own business's ability to deliver. We call it the **Mutual Maturity** model, and it's designed to help our partners deliver optimum solutions and great value for your customers and your own business.

rhipe's Mutual Maturity model and Productivity Bundles help:

- find a solution that's just right for every type of customer

- focus on solutions that suit your current skillsets as an MSP and benefit from more time to work on your businessskillsets and give you back more time to work on your

- your relationship with customers deepens and grows stickier as they add more of your solutions or migrate to more powerful solutions

- you plan to deliver more powerful solutions with higher value. You can grow with your clients.

The Mutual Maturity model

This model offers suggestions for the best rhipe **Productivity Bundles** for every MSP/customer partnership. It's based on many factors, but some of the most important include:

END-CUSTOMER MATURITY

Size of Business (# of staff)

Collaboration Needs

Security Requirements
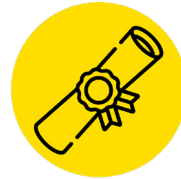
Growth Ambitions/Plans

IT SERVICE PROVIDER MATURITY

Size of Business (# of staff)

Technical & Project Management Expertise

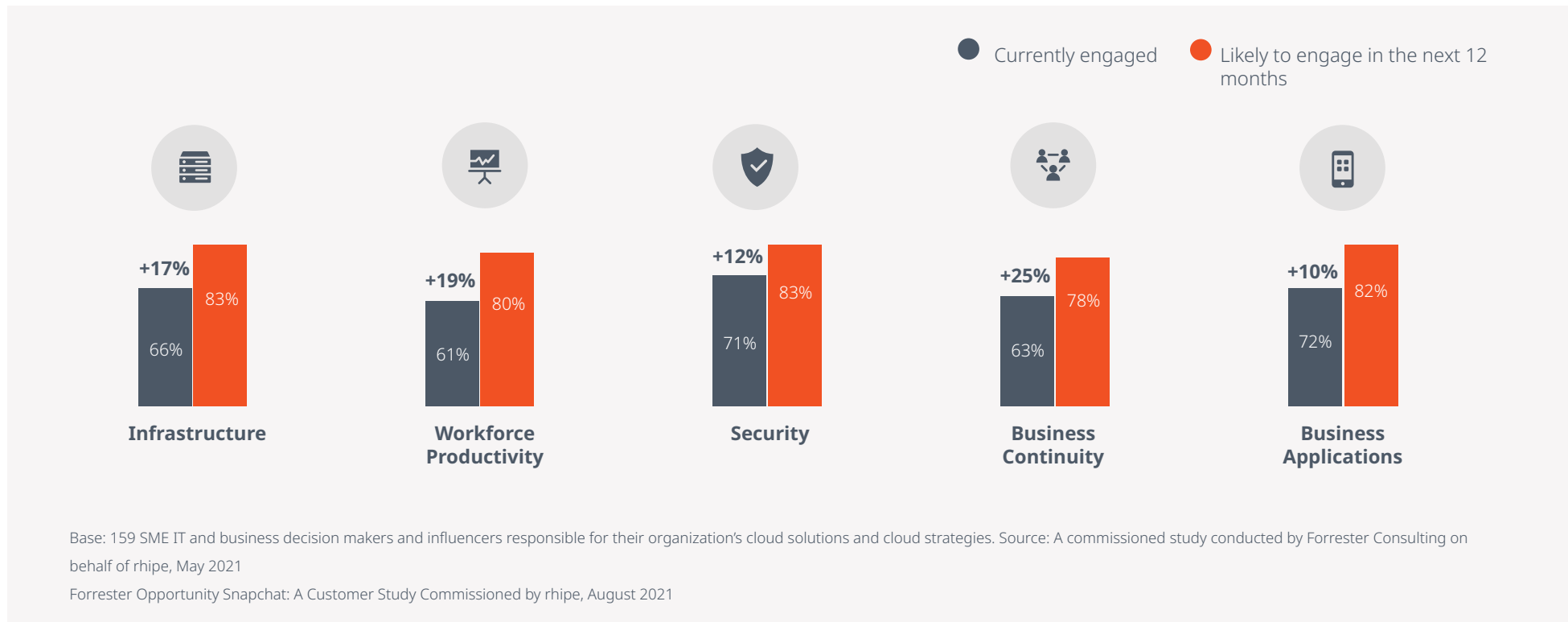**Certification & Competencies**

Growth Ambitions/Plans

At rhipe, we believe in bundling your solutions to build the best stack for your customers. Understanding which bundle is right is based on a mutual level of maturity, growth and need of the customer and IT Service Provider.

PRODUCTIVITY SIMPLIFIED

Let's make it happen!

Businesses are ramping up cloud productivity and collaboration solutions, and they want help from trusted partners to do it.

A recent survey by Forrester, commissioned by rhipe, shows APAC SMBs intend to dramatically increase their use of and spending on service providers for workforce productivity initiatives (from 61% of organisations using such services now, to 80% over the next 12 months).

● Currently engaged   ● Likely to engage in the next 12 months

+17%	+19%	+12%	+25%	+10%
66% / 83%	61% / 80%	71% / 83%	63% / 78%	72% / 82%
Infrastructure	**Workforce Productivity**	**Security**	**Business Continuity**	**Business Applications**

Base: 159 SME IT and business decision makers and influencers responsible for their organization's cloud solutions and cloud strategies. Source: A commissioned study conducted by Forrester Consulting on behalf of rhipe, May 2021

Forrester Opportunity Snapchat: A Customer Study Commissioned by rhipe, August 2021

This is an opportunity to extend your offerings with fast-growing solutions for cloud migrations, working from anywhere, unified communications, and security.

Use the four Productivity Simplified themes and the Maturity Model to start customer conversations. Structure solutions for them using the **Productivity Bundles** as the basis for your offerings.

Support as a Service

Leverage rhipe's experienced team to provide quality customer helpdesk support, using our white-labelled Support as a Service.

Why rhipe for Support as a Service?

The rhipe Support Services team currently provides premium support for over 840,000 CSP seats worldwide.

Let's talk about how we can help you to leverage this expertise to the advantage of your business, and your customers.

Great customer experience

Highly responsive agents

Focus on core objectives

Scale and pay as you go

Need additional support for your Microsoft Customers?

rhipe offers partners skilled, certified Microsoft 365 helpdesk support agents as a white labelled, outsource service to respond to their customer needs for technical support, 24×7, 12×5 or After Hours.

Engaging rhipe to deliver first level technical support to your customers is a cost-effective way for partners to add support services without the investment of building in-house capabilities, or to scale existing services during peak periods.

Our Microsoft 365 Support as a Service is a mature service desk using an industry leading ITSM platform to assist your customers via telephone, email, and a dedicated support portal. Support is provided for:

• Microsoft 365, including MS Office and collaboration tools

• Microsoft SharePoint Online

• Microsoft Azure Active Directory

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Expertise that Empowers