

## Channel Futures 2023 MSP 501 – Nomination Worksheet



Channel Futures.  
Leading Channel Partners Forward

**MSP 501**



Channel Futures.  
Leading Channel Partners Forward

**NextGen 101**

### 1. What company are you nominating for the MSP 501?

Please note that your company name and web address will appear exactly as entered.

Full company name	
DBA name (if applicable)	
Website (full address including the http:// or https://)	
Phone number (include country code)	
Street Address	
Address 2	
City	
State/Province/Region	
Postal/ZIP Code	
Country	

Please provide your company's logo in a jpg or png format. Clearly name your file with your company name. We request this to be a high-res image with no dimension (length or height) less than 900 pixels.

### 2. Please tell us about your company's social media pages

Twitter handle (example format: https://twitter.com/MSP_501)	
Facebook page (example format: https://www.facebook.com/ChannelFuturesMSP501)	
YouTube username (example format: https://www.youtube.com/user/msp501)	
Company blog (example format: https://www.channelfutures.com/msp-501)	
LinkedIn group (example format: https://www.linkedin.com/groups/2729912/)	



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### 3. Who is the nominated company's

Please note that all communications about the MSP 501 will be sent to the media contact email address exactly as it is provided.

#### Company President, CEO, Top Executive

First Name			
Last Name			
Email address			
Business phone			
Mobile phone			
Job Title			
Job Level	<input type="radio"/> Account Manager	<input type="radio"/> Director	<input type="radio"/> Manager
	<input type="radio"/> Assistant	<input type="radio"/> Executive Vice President	<input type="radio"/> President
	<input type="radio"/> C-Level	<input type="radio"/> General Manager	<input type="radio"/> Senior Vice President
	<input type="radio"/> Creative Director	<input type="radio"/> Individual Contributor	<input type="radio"/> Vice President
Job Function	<input type="radio"/> Owner/Founder	<input type="radio"/> Executive Management	<input type="radio"/> Marketing
	<input type="radio"/> Executive C-Level	<input type="radio"/> IT/Technical Management	<input type="radio"/> Staff
	<input type="radio"/> IT/Technical C-Level	<input type="radio"/> Sales	

#### Primary media contact

First Name			
Last Name			
Email address			
Business phone			
Mobile phone			
Job Title			
Job Level	<input type="radio"/> Account Manager	<input type="radio"/> Director	<input type="radio"/> Manager
	<input type="radio"/> Assistant	<input type="radio"/> Executive Vice President	<input type="radio"/> President
	<input type="radio"/> C-Level	<input type="radio"/> General Manager	<input type="radio"/> Senior Vice President
	<input type="radio"/> Creative Director	<input type="radio"/> Individual Contributor	<input type="radio"/> Vice President
Job Function	<input type="radio"/> Owner/Founder	<input type="radio"/> Executive Management	<input type="radio"/> Marketing
	<input type="radio"/> Executive C-Level	<input type="radio"/> IT/Technical Management	<input type="radio"/> Staff
	<input type="radio"/> IT/Technical C-Level	<input type="radio"/> Sales	

#### Secondary media contact

First Name			
Last Name			
Email address			
Business phone			
Mobile phone			
Job Title			
Job Level	<input type="radio"/> Account Manager	<input type="radio"/> Director	<input type="radio"/> Manager
	<input type="radio"/> Assistant	<input type="radio"/> Executive Vice President	<input type="radio"/> President
	<input type="radio"/> C-Level	<input type="radio"/> General Manager	<input type="radio"/> Senior Vice President
	<input type="radio"/> Creative Director	<input type="radio"/> Individual Contributor	<input type="radio"/> Vice President
Job Function	<input type="radio"/> Owner/Founder	<input type="radio"/> Executive Management	<input type="radio"/> Marketing
	<input type="radio"/> Executive C-Level	<input type="radio"/> IT/Technical Management	<input type="radio"/> Staff
	<input type="radio"/> IT/Technical C-Level	<input type="radio"/> Sales	

Please provide a headshot of your company's top executive in a jpg or png format. Clearly name your file with the individual's name and company name. We request this to be a high-res image with no dimension (length or height) less than 900 pixels.

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### 4. Please provide the names of the senior leaders from the organization who run the following:

Professional Services (can include Break/Fix)

Sales

Marketing

Operations

Client/Customer Success

### 5. May Channel Futures editors contact you at the primary media contact email address provided for editorial purposes (comment on news items, company profiles, etc.)?

☐ Yes

☐ No

### 6. Is your company publicly traded?

☐ Yes - If yes, what is its ticker symbol? \_\_\_\_\_

☐ No

### 7. Does your business qualify as any of the following?

	Areas qualified:	Name of owner:
Minority-owned	<input type="checkbox"/>	_____
Woman-owned	<input type="checkbox"/>	_____
Owned/operated by United States veteran	<input type="checkbox"/>	_____
Millennial-owned	<input type="checkbox"/>	_____
None of the above apply	<input type="checkbox"/>	_____

### 8. Which of these BEST describes your company type? (Select one.)

☐ Agent/Subagent

☐ Master Agent/Distributor

☐ Managed Services Provider

☐ Managed Security Service Provider

☐ VAR/Solution Provider

☐ Consultant

☐ Cloud Services Provider

☐ Systems Integrator

☐ Telecom Services Provider

☐ ISV/Application Developer

☐ Analyst/Media/Public Relations

☐ Technology Vendor

☐ Other (please specify) \_\_\_\_\_

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### 9. What is your secondary (any additional big revenue source) business model? (Select one.)

- ☐ Agent/Subagent
- ☐ Master Agent/Distributor
- ☐ Managed Services Provider
- ☐ Managed Security Service Provider
- ☐ VAR/Solution Provider
- ☐ Consultant
- ☐ Cloud Services Provider
- ☐ Systems Integrator
- ☐ Telecom Services Provider
- ☐ ISV/Application Developer
- ☐ Analyst/Media/Public Relations
- ☐ Technology Vendor
- ☐ Other (please specify) \_\_\_\_\_
- ☐ None

## Channel Futures 2023 MSP 501 – Nomination Worksheet

### 10. Which managed services does your company offer? (Select all that apply.)

- ☐ Business Continuity
- ☐ Cloud Storage
- ☐ Collaboration / File Sync and Sharing
- ☐ Colocation Services
- ☐ Contact Center-as-a-Service (CCaaS)
- ☐ Data Analytics
- ☐ Data Center
- ☐ Desktop-as-a-Service (DaaS)
- ☐ Hardware-as-a-Service (HaaS)
- ☐ Help Desk / Service Desk
- ☐ Infrastructure-as-a-Service (IaaS)
- ☐ Internet of Things (IoT)
- ☐ Managed Compliance Services (HIPAA, PCI, etc.)
- ☐ Managed Email / Anti-Spam
- ☐ Managed Phone Services
- ☐ Managed SD-WAN including Secure Web Gateway; CASB; NexGen FW; Password Management; DLP; RMM; Web Application Firewall; Reputation Monitoring
- ☐ Managed Security (if selected, please specify which of the below security offerings you provide)
  - ☐ Endpoint Security
  - ☐ End-User Security Training
  - ☐ Enhanced Network Monitoring
  - ☐ Identity Access Management
  - ☐ Intrusion Protection Services (IPS)
  - ☐ Managed Detection and Response/XDR Dark Web Monitoring
  - ☐ Network Security
  - ☐ Phishing
  - ☐ SIEM
  - ☐ Vulnerability Management
  - ☐
- ☐ Managed Telecom (if selected, please specify which of the below managed telecom offerings you provide)
  - ☐ Managed Video Surveillance
  - ☐ Video Conferencing / UCaaS
- ☐ Mobile Device Management (Tablets, Smartphones, etc.)
- ☐ Mobile Applications Management (Tablets, Smartphones, etc.)
- ☐ Remote Monitoring (Servers, Desktops, Laptops, Networks)
- ☐ Robotic Process Automation
- ☐ SaaS/Cloud Backup & Restore
- ☐ SaaS Email (Hosted Exchange, Office 365, Gmail, etc.)
- ☐ SaaS CRM (Dynamics CRM, Salesforce.com, etc.)
- ☐ Server Backup
- ☐ Virtual Desktop Infrastructure (VDI)
- ☐ Other (please specify) \_\_\_\_\_

## Channel Futures 2023 MSP 501 – Nomination Worksheet

### 11. In the last 12 months, which managed service do you consider to be your top revenue-producing solutions?

(Please select up to three services.)

- ☐ Business Continuity
- ☐ Cloud Storage
- ☐ Collaboration / File Sync and Sharing
- ☐ Colocation Services
- ☐ Contact Center-as-a-Service (CCaaS)
- ☐ Data Analytics
- ☐ Data Center
- ☐ Desktop-as-a-Service (DaaS)
- ☐ Hardware-as-a-Service (HaaS)
- ☐ Help Desk / Service Desk
- ☐ Infrastructure-as-a-Service (IaaS)
- ☐ Internet of Things (IoT)
- ☐ Managed Compliance Services (HIPAA, PCI, etc.)
- ☐ Managed Email / Anti-Spam
- ☐ Managed Phone Services
- ☐ Managed SD-WAN including Secure Web Gateway; CASB; NexGen FW; Password Management; DLP; RMM; Web Application Firewall; Reputation Monitoring
- ☐ Managed Security (if selected, please specify which of the below security offerings you provide)
  - ☐ Endpoint Security
  - ☐ End-User Security Training
  - ☐ Enhanced Network Monitoring
  - ☐ Identity Access Management
  - ☐ Intrusion Protection Services (IPS)
  - ☐ Managed Detection and Response/XDR Dark Web Monitoring
  - ☐ Network Security
  - ☐ Phishing
  - ☐ SIEM
  - ☐ Vulnerability Management
  - ☐
- ☐ Managed Telecom (if selected, please specify which of the below managed telecom offerings you provide)
  - ☐ Managed Video Surveillance
  - ☐ Video Conferencing / UCaaS
- ☐ Mobile Device Management (Tablets, Smartphones, etc.)
- ☐ Mobile Applications Management (Tablets, Smartphones, etc.)
- ☐ Remote Monitoring (Servers, Desktops, Laptops, Networks)
- ☐ Robotic Process Automation
- ☐ SaaS/Cloud Backup & Restore
- ☐ SaaS Email (Hosted Exchange, Office 365, Gmail, etc.)
- ☐ SaaS CRM (Dynamics CRM, Salesforce.com, etc.)
- ☐ Server Backup
- ☐ Virtual Desktop Infrastructure (VDI)
- ☐ Other (please specify) \_\_\_\_\_

## Channel Futures 2023 MSP 501 – Nomination Worksheet

### 12. Where do you see your biggest growth areas in 2023? (Select all that apply.)

- ☐ Business Continuity
- ☐ Cloud Storage
- ☐ Collaboration / File Sync and Sharing
- ☐ Colocation Services
- ☐ Contact Center-as-a-Service (CCaaS)
- ☐ Data Analytics
- ☐ Data Center
- ☐ Desktop-as-a-Service (DaaS)
- ☐ Hardware-as-a-Service (HaaS)
- ☐ Help Desk / Service Desk
- ☐ Infrastructure-as-a-Service (IaaS)
- ☐ Internet of Things (IoT)
- ☐ Managed Compliance Services (HIPAA, PCI, etc.)
- ☐ Managed Email / Anti-Spam
- ☐ Managed Phone Services
- ☐ Managed SD-WAN including Secure Web Gateway; CASB; NexGen FW; Password Management; DLP; RMM; Web Application Firewall; Reputation Monitoring
- ☐ Managed Security (if selected, please specify which of the below security offerings you provide)
  - ☐ Endpoint Security
  - ☐ End-User Security Training
  - ☐ Enhanced Network Monitoring
  - ☐ Identity Access Management
  - ☐ Intrusion Protection Services (IPS)
  - ☐ Managed Detection and Response/XDR Dark Web Monitoring
  - ☐ Network Security
  - ☐ Phishing
  - ☐ SIEM
  - ☐ Vulnerability Management
  - ☐
- ☐ Managed Telecom (if selected, please specify which of the below managed telecom offerings you provide)
  - ☐ Managed Video Surveillance
  - ☐ Video Conferencing / UCaaS
- ☐ Mobile Device Management (Tablets, Smartphones, etc.)
- ☐ Mobile Applications Management (Tablets, Smartphones, etc.)
- ☐ Remote Monitoring (Servers, Desktops, Laptops, Networks)
- ☐ Robotic Process Automation
- ☐ SaaS/Cloud Backup & Restore
- ☐ SaaS Email (Hosted Exchange, Office 365, Gmail, etc.)
- ☐ SaaS CRM (Dynamics CRM, Salesforce.com, etc.)
- ☐ Server Backup
- ☐ Virtual Desktop Infrastructure (VDI)
- ☐ Other (please specify) \_\_\_\_\_

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### 13. What size customers do you target? (Select all that apply.)

- ☐ Small business (under 25 employees)
- ☐ SMB (26-100 employees)
- ☐ Lower Midmarket (101-499 employees)
- ☐ Upper Midmarket (500-999 employees)
- ☐ Enterprise (1,000 or more employees)
- ☐ We do not have a customer target size

### 14. Which industries do you serve? (Select all that apply.)

- |  |  |
|--|--|
| <input type="checkbox"/> Automotive/Aerospace/Logistics/Transportation | <input type="checkbox"/> Hospitality/Food/Beverage/Entertainment |
| <input type="checkbox"/> Communications/Telecom                        | <input type="checkbox"/> Insurance/Legal/Real Estate             |
| <input type="checkbox"/> Construction/Smart Building                   | <input type="checkbox"/> IoT                                     |
| <input type="checkbox"/> Education (K12)                               | <input type="checkbox"/> Legal                                   |
| <input type="checkbox"/> Education (College and University)            | <input type="checkbox"/> Manufacturing                           |
| <input type="checkbox"/> Energy/Oil/Gas/Mining/Utilities               | <input type="checkbox"/> Marketing/Media/Advertising             |
| <input type="checkbox"/> Engineering/Architecture                      | <input type="checkbox"/> Nonprofit Organizations                 |
| <input type="checkbox"/> Farming/Agriculture                           | <input type="checkbox"/> Retail                                  |
| <input type="checkbox"/> Financial/Banking/Accounting                  | <input type="checkbox"/> Technology                              |
| <input type="checkbox"/> Government (State and Local)                  | <input type="checkbox"/> Other (please specify) _____            |
| <input type="checkbox"/> Government (Federal)                          | <input type="checkbox"/> We do not have a vertical market focus  |
| <input type="checkbox"/> Health Care/Pharmaceutical                    |  |

### 15. Which cloud services and/or infrastructure does the company sell? (Select all that apply.)

- |   |   |
|---|---|
| <input type="checkbox"/> Adobe                | <input type="checkbox"/> OVHCloud                     |
| <input type="checkbox"/> Alibaba Cloud        | <input type="checkbox"/> QuickBooks                   |
| <input type="checkbox"/> Amazon S3, EC2, AWS  | <input type="checkbox"/> Rackspace Managed Cloud      |
| <input type="checkbox"/> Dell                 | <input type="checkbox"/> Salesforce                   |
| <input type="checkbox"/> Google Apps/Gsuite   | <input type="checkbox"/> SAP                          |
| <input type="checkbox"/> Google Cloud         | <input type="checkbox"/> ServiceNow                   |
| <input type="checkbox"/> HPE                  | <input type="checkbox"/> Sherweb                      |
| <input type="checkbox"/> IBM                  | <input type="checkbox"/> Tencent                      |
| <input type="checkbox"/> Linode/Akamai        | <input type="checkbox"/> VMware                       |
| <input type="checkbox"/> Microsoft Azure      | <input type="checkbox"/> Workday                      |
| <input type="checkbox"/> Microsoft Office 365 | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> Oracle (NetSuite)    |   |

### 16. How much cloud spending have your customers shifted from the hyperscalers to independent cloud providers (i.e., Vultr, Linode, DigitalOcean) in 2022?

- ☐ No spending shift
- ☐ 1 to 5%
- ☐ 6 to 10%
- ☐ More than 10%

### 17. Which company's cloud services (software, platform) do your clients use the most?

- ☐ Amazon Web Services
- ☐ DigitalOcean
- ☐ Google Cloud Platform
- ☐ Linode
- ☐ Microsoft Azure
- ☐ Oracle Cloud
- ☐ VMware
- ☐ Vultr
- ☐ Other (please specify) \_\_\_\_\_



## Channel Futures 2023 MSP 501 – Nomination Worksheet

**18. Which company's infrastructure services (storage, etc.) do your clients use the most? (Select up to three companies)**

- ☐ Amazon Web Services
- ☐ DigitalOcean
- ☐ Google Cloud Platform
- ☐ Linode
- ☐ Microsoft Azure
- ☐ Oracle Cloud
- ☐ VMware
- ☐ Vultr
- ☐ Other (please specify) \_\_\_\_\_

**19. How many cloud providers, on average, do your clients use?**

- ☐ 1 to 3
- ☐ 4 to 6
- ☐ 7 to 9
- ☐ 10 or more

**20. What unique services do you attach to the cloud computing platforms you sell to clients?**

- ☐ Contract negotiation
- ☐ Implementation services
- ☐ In-house technical support
- ☐ Network operations center
- ☐ Ongoing management services
- ☐ Proprietary software
- ☐ Consulting (please describe in detail) \_\_\_\_\_
- ☐ Other (please describe in detail) \_\_\_\_\_

**21. Which cybersecurity products or services do you leverage to protect your own internal environment? (Select all that apply.)**

- |  |  |
|--|--|
| <input type="checkbox"/> Breach Management                   | <input type="checkbox"/> Multifactor Authentication  |
| <input type="checkbox"/> Dark Web Monitoring                 | <input type="checkbox"/> Network Security            |
| <input type="checkbox"/> Enhanced Network Monitoring         | <input type="checkbox"/> Phishing                    |
| <input type="checkbox"/> Endpoint Security                   | <input type="checkbox"/> Security Awareness Training |
| <input type="checkbox"/> End-User Security Training          | <input type="checkbox"/> SIEM                        |
| <input type="checkbox"/> Identity Access Management          | <input type="checkbox"/> Vulnerability Assessment    |
| <input type="checkbox"/> Intrusion Protection Services (IPS) | <input type="checkbox"/> ZTNA                        |

## Channel Futures 2023 MSP 501 – Nomination Worksheet

### 22. Which endpoint security vendors do you use to protect your client environments? (Select all that apply.)

- |  |   |
|--|---|
| <input type="checkbox"/> AppGuard                          | <input type="checkbox"/> Kaspersky                    |
| <input type="checkbox"/> Avast                             | <input type="checkbox"/> LogMein                      |
| <input type="checkbox"/> Bitdefender                       | <input type="checkbox"/> LogRhythm                    |
| <input type="checkbox"/> BlackBerry Cylance                | <input type="checkbox"/> Malwarebytes                 |
| <input type="checkbox"/> Bromium                           | <input type="checkbox"/> McAfee                       |
| <input type="checkbox"/> Carbon Black                      | <input type="checkbox"/> Microsoft                    |
| <input type="checkbox"/> Check Point Software Technologies | <input type="checkbox"/> OpenText                     |
| <input type="checkbox"/> Cisco (includes AMP, DUO)         | <input type="checkbox"/> Panda Security               |
| <input type="checkbox"/> Comodo                            | <input type="checkbox"/> ScalePad                     |
| <input type="checkbox"/> CrowdStrike                       | <input type="checkbox"/> SentinelOne                  |
| <input type="checkbox"/> Druva                             | <input type="checkbox"/> Sophos                       |
| <input type="checkbox"/> ESET                              | <input type="checkbox"/> Trend Micro                  |
| <input type="checkbox"/> F-Secure                          | <input type="checkbox"/> Veeam                        |
| <input type="checkbox"/> FireEye                           | <input type="checkbox"/> Vipre                        |
| <input type="checkbox"/> Fortinet                          | <input type="checkbox"/> WatchGuard                   |
| <input type="checkbox"/> Huntress                          | <input type="checkbox"/> Webroot                      |
| <input type="checkbox"/> IBM                               | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> Infocyte                          |   |

### 23. Which network monitoring vendors do you use to protect your client environments? (Select all that apply.)

- |  |   |
|--|---|
| <input type="checkbox"/> Accedian                          | <input type="checkbox"/> Juniper Networks             |
| <input type="checkbox"/> AT&T Cybersecurity (AlienVault)   | <input type="checkbox"/> Manageengine Zoho            |
| <input type="checkbox"/> Barracuda                         | <input type="checkbox"/> McAfee                       |
| <input type="checkbox"/> Check Point Software Technologies | <input type="checkbox"/> Microsoft                    |
| <input type="checkbox"/> Cisco/Meraki                      | <input type="checkbox"/> Netskope                     |
| <input type="checkbox"/> Cisco Umbrella (formally OpenDNS) | <input type="checkbox"/> Palo Alto Networks           |
| <input type="checkbox"/> Cybereason                        | <input type="checkbox"/> Panopta                      |
| <input type="checkbox"/> Darktrace                         | <input type="checkbox"/> RSA                          |
| <input type="checkbox"/> F5                                | <input type="checkbox"/> SonicWall                    |
| <input type="checkbox"/> Forcepoint                        | <input type="checkbox"/> Sophos                       |
| <input type="checkbox"/> Fortinet                          | <input type="checkbox"/> Trellix ENS                  |
| <input type="checkbox"/> Hillstone Networks                | <input type="checkbox"/> Trend Micro                  |
| <input type="checkbox"/> HPE                               | <input type="checkbox"/> WatchGuard                   |
| <input type="checkbox"/> IBM                               | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> Imperva                           |   |

### 24. What SD-WAN vendors do you work with?

- |  |   |
|--|---|
| <input type="checkbox"/> Adaptiv Networks            | <input type="checkbox"/> Fortinet                     |
| <input type="checkbox"/> Aryaka                      | <input type="checkbox"/> HPE (Aruba)                  |
| <input type="checkbox"/> Bigleaf                     | <input type="checkbox"/> Huawei                       |
| <input type="checkbox"/> Broadcom VMware (VeloCloud) | <input type="checkbox"/> Juniper Networks             |
| <input type="checkbox"/> Cato Networks               | <input type="checkbox"/> Lumen                        |
| <input type="checkbox"/> Cisco                       | <input type="checkbox"/> Palo Alto Networks           |
| <input type="checkbox"/> Citrix Systems              | <input type="checkbox"/> Silver Peak                  |
| <input type="checkbox"/> CloudGenix                  | <input type="checkbox"/> Storagecraft                 |
| <input type="checkbox"/> Comcast Masergy             | <input type="checkbox"/> Versa Networks               |
| <input type="checkbox"/> Cynet                       | <input type="checkbox"/> Other (please specify) _____ |

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### 25. Which backup and disaster recovery (BDR) companies do you work with? (Select all that apply.)

- |  |   |
|--|---|
| <input type="checkbox"/> Acronis                 | <input type="checkbox"/> Micro Focus                  |
| <input type="checkbox"/> ArcServe (StorageCraft) | <input type="checkbox"/> Microsoft Azure              |
| <input type="checkbox"/> Axcient                 | <input type="checkbox"/> N-able                       |
| <input type="checkbox"/> Barracuda               | <input type="checkbox"/> Recovery Point               |
| <input type="checkbox"/> Carbonite               | <input type="checkbox"/> Unitrends                    |
| <input type="checkbox"/> ConnectWise             | <input type="checkbox"/> Veeam                        |
| <input type="checkbox"/> Commvault               | <input type="checkbox"/> Veritas                      |
| <input type="checkbox"/> HPE (Zerto)             | <input type="checkbox"/> None                         |
| <input type="checkbox"/> Infracore               | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> Kaseya                  |   |

### 26. What technology services brokerage firms (formerly called master agents), distributors or third-party marketplaces do you work with for product and services sourcing?

- |   |   |
|---|---|
| <input type="checkbox"/> AppDirect                  | <input type="checkbox"/> Miraki                       |
| <input type="checkbox"/> AppSmart                   | <input type="checkbox"/> Oro                          |
| <input type="checkbox"/> Arcadier                   | <input type="checkbox"/> Pax8                         |
| <input type="checkbox"/> ArrowSpehre                | <input type="checkbox"/> PlanetOne                    |
| <input type="checkbox"/> AVANT                      | <input type="checkbox"/> Scansource                   |
| <input type="checkbox"/> Avnet Technology Solutions | <input type="checkbox"/> Sitecore                     |
| <input type="checkbox"/> D&H                        | <input type="checkbox"/> Spryker                      |
| <input type="checkbox"/> Ingram Micro               | <input type="checkbox"/> TD SYNEX                     |
| <input type="checkbox"/> Intelisys                  | <input type="checkbox"/> Telarus                      |
| <input type="checkbox"/> Lifeboat                   | <input type="checkbox"/> Vendasta                     |
| <input type="checkbox"/> Lifesize                   | <input type="checkbox"/> VTEX                         |
| <input type="checkbox"/> MicroCorp                  | <input type="checkbox"/> Other (please specify) _____ |

### 27. Which remote monitoring and management (RMM) software platform does your company rely on? (Select all that apply.)

- |   |  |
|---|--|
| <input type="checkbox"/> Addigy           | <input type="checkbox"/> N-able  |
| <input type="checkbox"/> Atera            | <input type="checkbox"/> NinjaRMM                                      |
| <input type="checkbox"/> Auvik            | <input type="checkbox"/> PRTG  |
| <input type="checkbox"/> Barracuda        | <input type="checkbox"/> SolarWinds                                    |
| <input type="checkbox"/> ConnectWise      | <input type="checkbox"/> SyncroMSP                                     |
| <input type="checkbox"/> GoTo             | <input type="checkbox"/> We use our own, internally developed platform |
| <input type="checkbox"/> Kaseya           | <input type="checkbox"/> Open Source                                   |
| <input type="checkbox"/> LogicMonitor     | <input type="checkbox"/> Other (please specify) _____                  |
| <input type="checkbox"/> Microsoft Intune | <input type="checkbox"/> We do not use an RMM platform                 |

### 28. Which professional services automation (PSA) does your company rely on? (Select all that apply.)

- |   |  |
|---|--|
| <input type="checkbox"/> Cherwell         | <input type="checkbox"/> ZenDesk                                       |
| <input type="checkbox"/> ConnectWise      | <input type="checkbox"/> We use our own, internally developed platform |
| <input type="checkbox"/> Datto (Autotask) | <input type="checkbox"/> Open Source                                   |
| <input type="checkbox"/> Kaseya BMS       | <input type="checkbox"/> Other (please specify) _____                  |
| <input type="checkbox"/> ServiceNow       | <input type="checkbox"/> We do not use a PSA platform                  |
| <input type="checkbox"/> TigerPaw         |  |

### 29. Do you use an IT documentation platform outside of your PSA? If so, which? (Select all that apply.)

- |   |  |
|---|--|
| <input type="checkbox"/> IT Boost             | <input type="checkbox"/> Passport  |
| <input type="checkbox"/> IT Glue              | <input type="checkbox"/> Salesforce  |
| <input type="checkbox"/> LionGard             | <input type="checkbox"/> SolarWinds  |
| <input type="checkbox"/> Microsoft SharePoint | <input type="checkbox"/> We use our own, internally developed platform                 |
| <input type="checkbox"/> MSP360               | <input type="checkbox"/> Open Source   |
| <input type="checkbox"/> N-able               | <input type="checkbox"/> Other (please specify) _____                                  |
| <input type="checkbox"/> NetSuite             | <input type="checkbox"/> We do not use an IT documentation platform outside of our PSA |

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### 30. Where do the business management software platforms (RMM / PSA) run?

- ☐ On-premises
- ☐ In the cloud
- ☐ Both on-premises and in the cloud
- ☐ Not applicable

### 31. Tell us about your NOC (Network Operations Center)/RCD.

- ☐ We run our NOC in-house
- ☐ We outsource our NOC to a third-party service provider (please specify): \_\_\_\_\_
- ☐ We do not offer NOC services
- ☐ Not applicable

### 32. Who actually runs the help desk?

- ☐ We run our help desk in-house
- ☐ We outsource our help desk to a third-party service provider (please specify): \_\_\_\_\_
- ☐ We do not offer help desk services
- ☐ Not applicable

### 33. Tell us about your SOC (security operations center)/RCD

- ☐ We run our SOC in-house
- ☐ We outsource our SOC to a third-party service provider (please specify): \_\_\_\_\_
- ☐ We do not offer SOC services
- ☐ Not applicable

### 34. What is your typical or standard contract length?

- ☐ Month to month
- ☐ 1 year
- ☐ 2 years
- ☐ 3 years
- ☐ More than 3 years

### 35. For 2022, how many customer accounts were you under contract to manage?

2022 Customer accounts : \_\_\_\_\_

### 36. For 2021, how many customer accounts were you under contract to manage?

2021 customer accounts : \_\_\_\_\_

### 37. For 2022, how many customer end users was the company under contract to manage?

2022 customer end users : \_\_\_\_\_

### 38. For 2021, how many customer end users was the company under contract to manage?

2021 customer end users : \_\_\_\_\_

## Channel Futures 2023 MSP 501 – Nomination Worksheet

**39. For 2022, how many end-user devices (desktops, notebooks, Mac, Windows, tablets, smartphones, etc.) was the company under contract to remotely manage?**

2022 end-user devices : \_\_\_\_\_

**40. For 2021, how many end-user devices (desktops, notebooks, Mac, Windows, tablets, smartphones, etc.) was the company under contract to remotely manage?**

2021 end-user devices : \_\_\_\_\_

**41. For 2022, how many physical servers and network devices (switches, routers, firewalls, etc.) was the company under contract to remotely manage?**

2022 physical servers and network devices : \_\_\_\_\_

**42. For 2021, how many physical servers and network devices (switches, routers, firewalls, etc.) was the company under contract to remotely manage?**

2021 physical servers and network devices : \_\_\_\_\_

**43. For 2022, how many virtual machines (VMware, HyperV, Citrix, KVM, etc.) was the company under contract to manage?**

2022 virtual machines : \_\_\_\_\_

**44. For 2021, how many virtual machines (VMware, HyperV, Citrix, KVM, etc.) was the company under contract to manage?**

2021 virtual machines : \_\_\_\_\_

**45. How do you typically charge for your managed services?**

- ☐ Per device (PC, server, etc.)
- ☐ Per user
- ☐ Both per device and per user
- ☐ Other (please specify) \_\_\_\_\_

**46. What percent of revenue does your business generate from the following services? (% numbers must equal 100%)**

Hardware Reselling (non-recurring revenue)	_____ %
Software Reselling: (for on-prem software; can include your own developed software)	_____ %
Professional Services/Project Work	_____ %
Consulting/Business Analytics	_____ %
Managed Services (can include all contracted managed services including MSSP revenue)	_____ %
HaaS/Leasing	_____ %
Managed Communications	_____ %
Software: Licensing and Subscription-Based Application/SaaS-Based	_____ %
Recurring Cloud Services/ (include licensing from such services as, AWS, Google, Digital Ocean)	_____ %

## Channel Futures 2023 MSP 501 – Nomination Worksheet

**47. Please provide pricing information for your managed services. PLEASE NOTE THAT RESPONSES MUST BE IN USD AND FULL DECIMAL FORMAT (e.g., \$3,200,000 not \$3.2M, \$3.2, etc.)**

\$ \_\_\_\_\_ What is your average monthly charge per user?

\$ \_\_\_\_\_ What is your average monthly charge for devices or end point?

\$ \_\_\_\_\_ What is your monthly average charge for servers

**48. What are your hourly fees for the following? PLEASE NOTE THAT RESPONSES MUST BE IN USD AND FULL DECIMAL FORMAT**

\$ \_\_\_\_\_ Technician services

\$ \_\_\_\_\_ Professional services

\$ \_\_\_\_\_ Specialty services such as cybersecurity

**49. These six questions focus on your company's financial performance. Please note: Channel Futures will not disclose specific annual revenue information such as revenue dollars. However, we reserve the right to publish company growth rates based on the private revenue information you submit.**

**PLEASE NOTE THAT RESPONSES MUST BE IN USD AND FULL DECIMAL FORMAT (e.g., \$3,200,000 not \$3.2M, \$3.2, etc.)**

(For a free currency converter, copy/paste the following in a new browser window:

<http://www.xe.com/currencyconverter/>)

**\*ONLY include revenue for your company's MSP division, not the entirety of your company.\***

2022 TOTAL REVENUE: (Total technology services and product sales, do not include non-technology sales or services ) : \$ \_\_\_\_\_

2021 TOTAL REVENUE: (Total technology services and product sales, do not include non-technology sales or services ) : \$ \_\_\_\_\_

2022 RECURRING REVENUES from managed services estimated : \$ \_\_\_\_\_

2021 RECURRING REVENUES from managed services estimated : \$ \_\_\_\_\_

2022 EBITDA: (Earnings before interest, tax, depreciation, and amortization): \$ \_\_\_\_\_

2021 EBITDA: (Earnings before interest, tax, depreciation, and amortization): \$ \_\_\_\_\_

**50. Which sales activities does your company leverage to acquire new clients? (Select all that apply.)**

- ☐ Automated Inbound Campaign (ex: Hubspot)
- ☐ Cold Calling
- ☐ Email Blasts
- ☐ Networking

- ☐ Pay-per-Click Advertising
- ☐ Referral Program(s)
- ☐ Targeted Email Campaigns
- ☐ Webinars / Seminars

**51. As of December 2022, how many full-time employees did the company have?**

2022 Full-time employees : \_\_\_\_\_

**52. As of December 2021, how many full-time employees did the company have?**

2021 Full-time employees : \_\_\_\_\_

**53. How many dedicated salespeople do you have in your company (not including Owner / CEO)?**

Dedicated salespeople : \_\_\_\_\_

**54. How many technical employees do you have in your company that do NOT work in a sales capacity (tech managers, networking engineers, desktop support, etc.)?**

Technical employees not in sales : \_\_\_\_\_

## Channel Futures 2023 MSP 501 – Nomination Worksheet

**55. How many technical employees do you have in your company that DO work in a sales capacity (sales engineers, UX experts, post-sales expertise, etc.)?**

Technical employees in sales : \_\_\_\_\_

**56. How many marketing employees do you have in your company?**

Marketing employees : \_\_\_\_\_

**57. Head count status in 2022:**

- ☐ Added employees through new hires
- ☐ Added employees through mergers and acquisitions
- ☐ Both through new hires and mergers/acquisitions
- ☐ We did not add employees in 2021
- ☐ Reduced headcount
- ☐ Lost employees/did not replace

**58. In the previous 12-24 months, did your company engage in either of the following business activities?**

- ☐ We acquired one or more other companies
- ☐ We sold to another company
- ☐ We neither acquired nor sold to another company

**59. In the next 12 months, is your company actively planning to engage in any of the following business activities?**

- ☐ We will acquire one or more other companies
- ☐ We will sell to another company
- ☐ We will close the company for one or more reasons
- ☐ None of these

**60. If you are contemplating the sale of your business, what is the reason?**

- ☐ I want to retire
- ☐ Market pressures require us to be part of a larger organization
- ☐ Other business interests are guiding me in a different direction
- ☐ I'd like to unlock the value in my business today and think about what's next

**Please upload your REQUIRED 2022 financial results via the standard MSP 501 verification form. PLEASE NOTE: Applications that do not provide revenue verification documentation will not qualify for consideration for the 2023 MSP 501.**

[2023 MSP 501 revenue verification form.](#)

Upon clicking “go to form review” below, you will be given a chance to review your answers.

If you would like a copy of your answers there will be a prompt to download a PDF copy of your completed submission at the top of the next screen. We highly encourage you to do this for your own reference point/records.

We will be sending an automated email with a copy of your answers to your primary media contact. This will come from noreply@qemailserver.com..

**PLEASE NOTE: Once submitted, no changes will be allowed. Please review carefully!**