



Datasheet

Mobile Device Management (MDM) for MSPs: Why and How You Should Sell it to your Customers

Businesses of all sizes are rapidly adopting mobile devices and running their business using them and having unmonitored devices opens the risk of security breaches. Without proper MDM, your customers are at risk. This presents a great opportunity for MSPs to further add value and secure additional revenue.

The Growing Opportunity for MDM from MSPs

The Shift to a Mobile Workforce

With the growing reliance on mobile devices in business, cyberattacks targeting them are on the rise. In December 2023 alone, global mobile cyberattacks surged to approximately 5.4 million—a staggering 147% increase compared to the previous year*.

Additionally, the Bring-Your-Own-Device (BYOD) movement is ever-increasing: 82% of organizations have a BYOD program**. The BYOD shift can save customers money, as they do not have to invest in hardware. As the MSP, you can add additional value to your services and keep customer devices safe.

The MSP Advantage

As an MSP, you're a trusted partner, providing reliable IT expertise and services. Use this trust to strengthen your customers' business and enhance their security. By understanding their goals, you can align MDM benefits with their objectives, driving growth and safeguarding their devices and data.

Work with customers to create tailored policies that secure mobile devices. Implement scalable deployment strategies to minimize disruption, improve efficiency, and keep them satisfied. Your proactive role not only protects their business but also highlights the value you bring to their success.

Additional Revenue Stream

MDM services not only protect your customers, but also add an additional revenue stream for your business. Depending on how you decide to price (pricing considerations are featured below), you can enjoy both providing mobile device security to your customers, and an additional consistent recurring revenue stream for your business.



Selling MDM to your Customers

1 Communicating MDM Value

With the growing reliance on mobile devices in business, cyberattacks targeting them are on the rise. In December 2023 alone, global mobile cyberattacks surged to approximately 5.4 million—a staggering 147% increase compared to the previous year*.

Additionally, the Bring-Your-Own-Device (BYOD) movement is ever-increasing: 82% of organizations have a BYOD program**. The BYOD shift can save customers money, as they do not have to invest in hardware. As the MSP, you can add additional value to your services and keep customer devices safe.

3 Customer Education

Educate your customers about your MDM offerings:

- Share clear, simple materials explaining the risks of not using MDM.
- Highlight case studies, especially for industries like healthcare and retail where MDM is highly effective. Offer additional resources like webinars, whitepapers, and infographics to show the risks of unmanaged devices and the benefits your services provide.

* <https://www.statista.com/statistics/1305965/mobile-users-cyber-attacks/>

** <https://explodingtopics.com/blog/byod-stats>

2 Pricing Considerations

Consider your pricing model and how to implement it. Will it be per device or part of tiered service offerings? Focus on your margins to choose a scalable option and communicate pricing clearly to customers with an emphasis on the value you provide.

Your MSP has several options for billing customers, but key factors should guide your pricing strategy. Be prepared to understand your internal costs, margin requirements, and the market you serve. Pricing models to consider for MDM include Per-Device Pricing, Per-User Pricing, All-You-Can-Eat Packages, and Tiered Offerings.



Opportunities for Growth

As the workforce evolves, the need for MDM will grow. Positioning your MSP as a forward-thinking advisor ensures you stay ahead of the market and technology. MSPs should keep up with MDM advancements and refine their services to stay competitive, build trust, and deliver a great client experience.