



Amplify sales with high margin Support Services

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Introductions



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What's happening in the market

Technology performance and reliability are essential for **productivity**



40% of employees engage in remote or hybrid work



A small technical issue can disrupt work or household tasks



Businesses and consumers need IT support when issues occur

Customer support trends are changing

The majority of SMBs are willing to pay for support, as IT spending shifts to managed services

Customer support trends have changed as the need for speed & seamlessness increases



\$111 bn

The Tech Support Services market is predicted to increase at 5.3% CAGR, reaching a value of \$111 billion by 2033

[\[FACT.MR.2023\]](#)

Buyers are shifting IT spending to managed services and fully integrated solutions

"They will increasingly look for value-added services for deployments, support, recovery, security, and remote management of their IT environments"

[Salesforce, Small Business Insights]

"MSPs are projected to see the most revenue growth to support SMBs' increasing need for support"

[Analysys Mason, MSP & SI]

Why sell Premium Technical Support?

Providers can capitalize on this growing market by adding PTS to their packages



Increase customer loyalty

Complement your existing expertise by adding a suite of technical support services into your portfolio, to differentiate and build trust



Gain more share of wallet

Provider companies bundling technical support alongside core increase by +\$14 monthly recurring revenue per user



Build brand equity

White-labelling premium technical support services, so when customers call for help they know you've got their back

Challenges exist for both buyers and providers

There are clear opportunities

Which aspects of using technology,
if any, are usually difficult for your company?
(Select all that apply)

Training staff on using new service	47.3
Maintenance and troubleshooting	42%
Adopting or migrating to the service	41.9%
Workforce identity management	37.7%
Selecting the service	36%
Ongoing management	34.7%
Purchasing the service	33.5%
Managing seat licenses	32.2%
None of these are difficult for us	13.1%
Other	.4%

But challenges exist

- 1 Lack of PTS services in catalog
- 2 Lack of knowledge/documentation on how to bundle PTS with other products
- 3 Inability to offer customers a responsive and timely support solution to complement cloud solutions

Source: *The IT Business Leaders 2024 Outlook Report* by AppDirect

AppHelp Premium Technical Support

Access to cloud experts
anytime, anywhere,
whatever the problem



100K+

Interactions Annually

Providing support and onboarding services for cloud apps, endpoint devices, and more.

96%

First Call Resolution

We aim to resolve your questions or issues on the first call, with no follow-up needed.

95%

Customer Satisfaction

Customers rate us highly for end user and admin support services.

Covered by Premium Technical Support

Operating Systems

- Install and reinstall
- User management
- Updates and drivers
- File and printer sharing
- Security settings
- Automated updates
- Data backup and transfer
- Error troubleshooting

Malware and Virus Removal

- Viruses, malware, spyware, ransomware removal
- Pop-up blockers
- Anti-virus software
- Firewalls
- Security patches

Browsers

- Installation and navigation
- Configuration and customization
- Performance optimization
- Add-ons and extensions

Cloud Applications

- Microsoft
- Google
- Adobe
- Intuit
- Sophos
- Zoom
- And many more

Social Media

- Account creation and configuration
- Connect with contacts
- Privacy settings and best practices
- Sharing settings

Peripheral Management

- Printer/Scanner/Fax setup
- Wi-fi printer sharing
- External hard drive setup and management
- Bluetooth device setup
- Connect monitors
- Setup docking stations

PC Hardware Device Support

- Laptops
- Desktops
- Chromebooks

Tablets and Mobile Devices

- iPhone and iPad
- Android tablets and smartphones
- Windows tablets and smartphones
- Apple Watch
- Kindle
- Nook

Networking Devices

- Wireless routers and modems
- Hotspots
- Wired routers

Business AV Technology

- Interactive whiteboards (Smartboards)
- Chromebox for Meetings
- Smart TVs
- Projectors
- Webcams



Fireside Chat

Suzanne Corrin

Senior Product Manager, TELUS Communications



Assets and resources



Scan this QR code
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session

Any questions?

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Thank You

THRIVE24